FEBRUARY 29, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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New developments & financing may get toll tv rolling — Page 29

The documentation of tv's sales power in Fort Wayne — Page 34

Just where does NAB stand on FCC program policy? — Page 48

First ruling on equal time under the new Sec. 315 — Page 66

Small measure

To the five CBS Owned television stations, dollar measure is but *small measure* of the value of their community service activities.

The fact that last year these local stations devoted better than *eleven million dollars* in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the *limitless* amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated programs in the most varied, widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which, in the past year, has won for the CBS Owned stations more than *45 awards and citations* . . . dramatic testimonial to the immeasurable community contribution made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

CBS TELEVISION STATIONS

32NDS.
1 .0312
3 .0937
5 .1562
7 .2187
9 .2812
11 .3437
13 .4062
15 .4687

PHOTO BY KEN WHITMORE

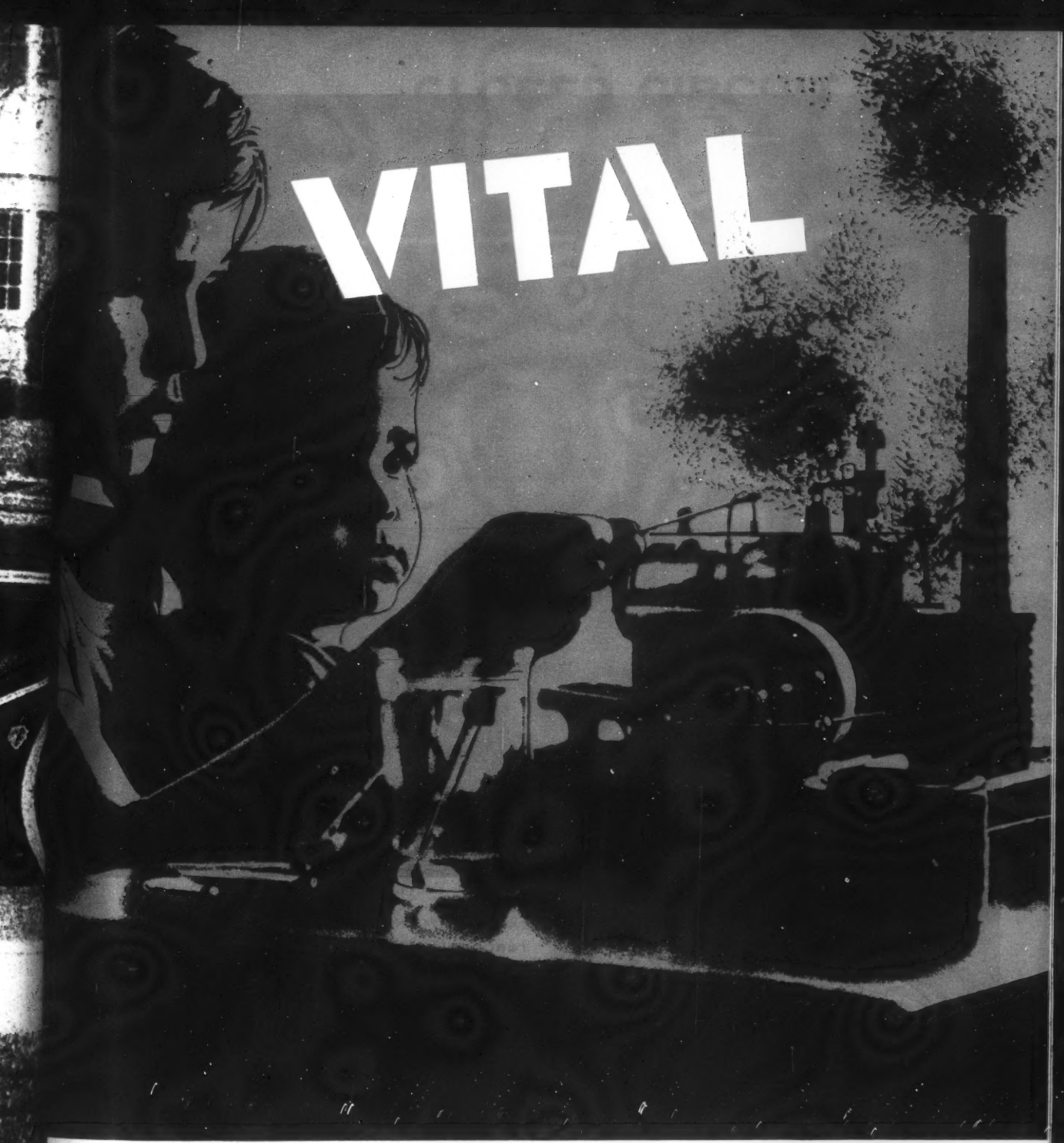
SQUAD CAR

screams into action—flies into unknown perils—takes you with the men who enforce the law. Totally different from any other police drama, SQUAD CAR is as suspense-filled as the tic-tac of the trigger, as sharp as the whine of a bullet. Right today, 26 half-hour films of new and exciting SQUAD CAR are available for immediate use. Combining suspense and fact, plus finest production and acting, SQUAD CAR adds up to top audience appeal worthy of your best A-time. Start your investigation right now. You'll be glad you did!

C/B

CROSBY/BROWN PRODUCTIONS

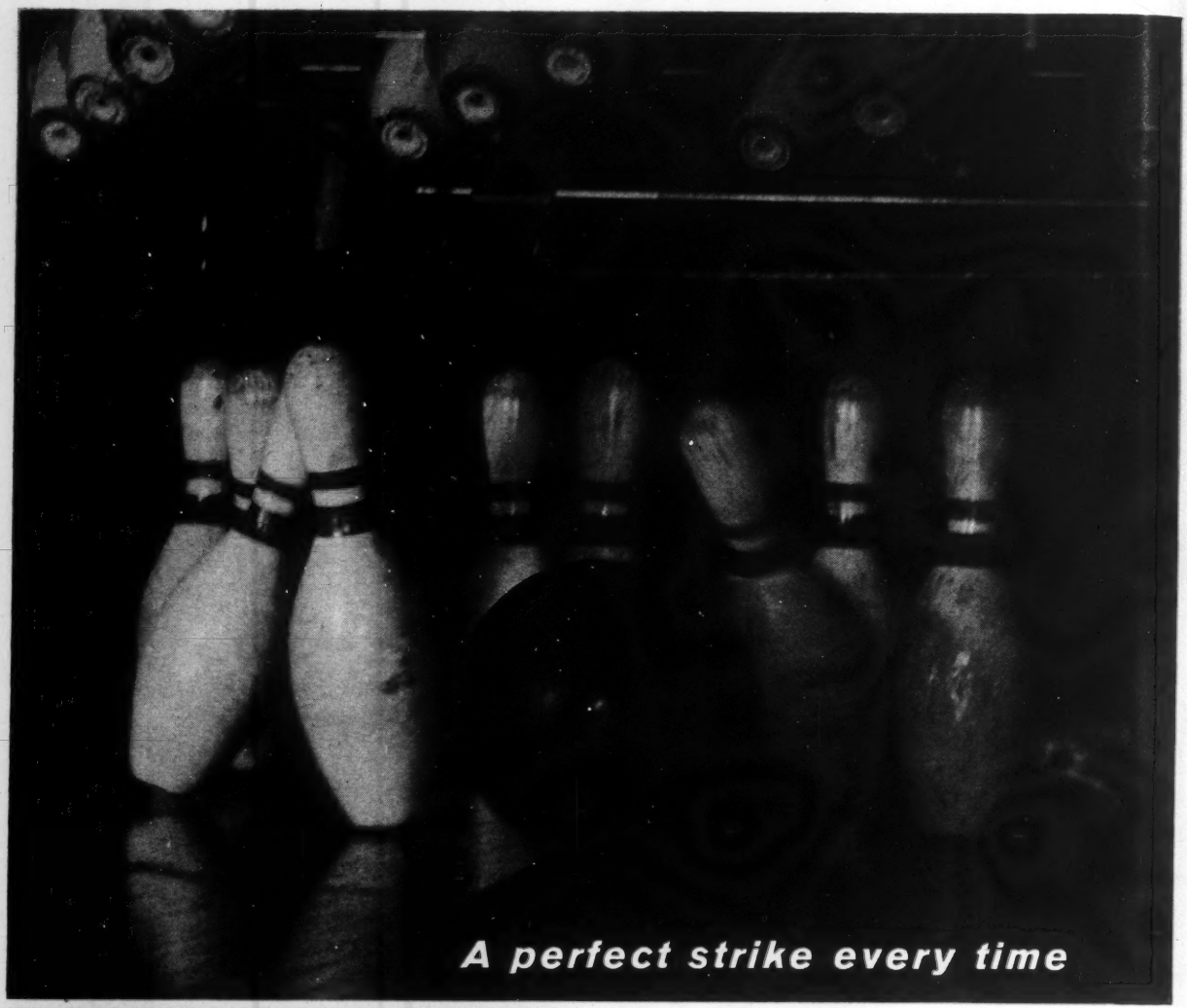
Bing Crosby, Chairman • Kenyon Brown, President
For information, write or phone: Henry R. Flynn, Gen. Mgr., 915 No. La Brea, Hollywood 38, Calif., OLdfield 6-6050



The Houston area encompasses one of the great industrial complexes of the world. The **VITAL** power that sparks it lies in the unlimited resources of nature, and in the skill and initiative of a people who find one measure of their progress in terms of products they supply to the world. ¶ The people of the Houston area have made KTRK-TV their favorite as they seek the **VITAL** services that television brings to their homes.

KTRK-TV — THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT



WGAL-TV

reaches not just one metropolitan area, but many cities, towns, and communities which together form America's 10th TV Market. For a top score every time, place your advertising message on this Channel 8 station which delivers an audience greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Eye on the gate • Nobody's more interested than sports promoters in outcome of Toronto subscription television experiment that was to begin last Friday (story page 29). They figure that if hockey games on Toronto system turn out to be good box office, it'll be only matter of time before series of weddings between sports interests and closed-circuit subscription operators in U.S. By agreement between National Hockey League and Telemeter, Toronto toll system will show road games of Toronto Maple Leafs. League's New York games are played in Madison Square Garden, and Garden officials are keenly interested in how things work out.

But you can forget about pay tv figuring in World Series or All-Star baseball games until 1967 anyway. While contract terms between Baseball Commissioner Ford C. Frick and NBC-Gillette ($20,000,000) were not released, it was ascertained at Bellaire, Fla., where announcement was made, that there's no escape clause permitting shift to pay tv for contract's duration. This incidentally is in keeping with Mr. Frick's testimony before Congressional committees last session that World Series wouldn't be used as guinea pig for pay tv.

Confirmations • While some weeks may elapse before Senate Commerce Committee considers nomination of Comr. Robert E. Lee for second seven-year term on FCC (BROADCASTING, Feb. 22), there's little indication of formidable opposition to confirmation. Chairman Magnuson (D-Wash.) told BROADCASTING last week that since Mr. Lee's present term does not expire until June 30, committee will not consider his or other nominations until other urgent business is cleared. He indicated hearing would be held perhaps 30 days in advance of expiration assuming existing Senate floor impasse on civil rights is broken. Similarly, committee is not disposed to hear Chairman Earl W. Kintner, who was nominated for seven-year term on Federal Trade Commission, since his present tenure does not expire until September.

Election year confirmations of presidential appointees to independent commissions in past have been dealt with rather warily when opposition party has been in control of Congress. There are no signs, however, of any organized opposition either to Comr. Lee or Chairman Kintner. Next FCC vacancy would occur June 30, 1961, when Chairman Doerfer's term expires—after new President has taken office.

Ex parte cases • Miami's ch. 7 case involving grant to WCKT (TV), of which Niles Trammell is president-general manager and part owner (with executives of *Miami Herald* and *Miami News*), tentatively is scheduled for hearing in Philadelphia in late March. Issue is whether overtures were made by any of principals of four original applicants to members of FCC on *ex parte* basis. FCC investigators have been working on case intermittently since FCC ordered reconsideration on its own motion last April. Pre-hearing conference has been set for March 16 at FCC Examiner Horace Stern's chambers in Philadelphia. Edgar Holtz, FCC associate general counsel in charge of proceedings, and staff attorney Joel Rosenbloom were to leave today (Monday) for Miami to line up witnesses.

At request of federal district court in Washington, FCC has withheld proceedings in this and other cases covered by House Oversight Committee pending retrial of former Comr. Richard A. Mack and Thurman Whiteside, Miami attorney, on conspiracy charges which ended in hung jury last July 10. With Mr. Mack now committeed to institution (BROADCASTING, Feb. 15) and with new trial deferred until April 25, FCC is expected to determine soon whether it will continue to delay other proceedings beyond April 25. Dept. of Justice intercession or request for postponement by Mr. Mack's counsel could affect procedures.

And more ex parte • FCC is ready to give clean bill of health to about 10 comparative tv grants, aside from those mentioned above, concerning which there were allegations before House Legislative Oversight Subcommittee of *ex parte* contacts and improper pressures. In only one case, Jacksonville, Fla., ch. 12 grant, is there probability of further proceedings although FCC may send routine inquiries in two or three other contests. Cases receiving clearance after cursory examination do not include those remanded by courts or Orlando, Fla., ch. 9, reopened by Commission.

Burning issue • Second afternoon of last week's annual meeting of presidents of state broadcaster associations (story page 44) was reserved for open discussion of important problems facing industry. Topic on which most time and serious talk were spent: How to get auto license plates bearing station call letters.

New kennel • Senate's "watchdog" subcommittee on fairness in political broadcasting is no more. It was dissolved last Wednesday by full committee but its function promptly made part of Subcommittee on Communications headed by Sen. Pastore (D-R.I.). Sen. Yarborough (D-Tex.), who was chairman of three-man "watchdog" committee, was named to Communications subcommittee. Senators McGee (D-Wyo.) and Scott (R-Pa.) are already members of subcommittee. Chairman Magnuson said that fusion would ease task of procuring small budget to handle Sec. 315 scrutiny. Original subcommittee on "freedom of communication" was created "to insure freedom, fairness and impartiality in the treatment of news by media operating under government license."

Blue air • Another incident involving use of questionable language by disc jockey is due to break into open soon. No formal complaint has yet been made, although one reportedly is in preparation, but tape was taken to Washington and played to FCC staffers. Station involved is in small southeastern market, and it's alleged d.j. has been using off-color language for years.

More to come • Federal Trade Commission shows no signs of being near bottom of barrel of payola complaints against record companies. Look for new batch of complaints which may be issued this week.

Political problem • Congress has more than casual interest in community antenna systems this election year: Do they fall under provisions of Sec. 315 of Communications Act which require equal time for political candidates? Obviously not, since they're unregulated (although Senate has pending bill which would put catv under FCC regulation). What politicos fear is that catv companies might (1) provide time to one candidate and not to others, or (2) carry candidate on one station but fail to carry same station when other candidates appear. This promises to become issue soon.

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IT ONLY HURTS WHEN I LAUGH

Now maybe they'll move that filing cabinet... I was in such a hurry to get to the phone... It was my big drug account... I knew they'd go for my plan to buy WERE, Adventure Radio in Cleveland... that's where all the local boys make good... all the leading drug chains... like Gray's... Marshall's... and Standard... Oh, I'll be all right... just put me on the 5:20.

WERE

WERE-Cleveland... WERC-Erie... the Adventure Radio Stations. Represented by Venard, Rintoul, and McConnell, Inc.

WEEK IN BRIEF

DR. KANTER

A creative perspective of research • Research used in program development and selection "is ashamed to be artistic, insightful and creative," according to Dr. Donald Lucky Kanter, executive director of creative research, Tatham-Laird Adv., New York. Staying in the purely scientific rut, Dr. Kanter feels, produces program research that may be accurate, but it's pretty "arid." Some thoughts on this problem and what can be done about it are given in this week's MONDAY MEMO. Page **16.**

Pay tv begins to stir • Subscription tv, dormant for a year, shows signs of awakening. Toronto wire pay tv project starts with 1,000 customers and hopes for 5,000 by summer. Zenith is preparing to ask FCC for approval to test on-air tollcasting; Skiatron was in process of negotiating $50 million deal. Pay tv controversy has new facet: wire vs. broadcast toll tv. Page **29.**

The pay-off • Tv test for department store pays off with increased sales and lower ad costs. Page **34.**

State roundup • Presidents of state broadcaster associations, meeting in Washington under NAB auspices, were told of grave threats to broadcast industry. FCC Chairman John C. Doerfer charges House Oversight Subcommittee's program-control ideas are threats to American concept of free expression for mass media. Page **44.**

It's official, NBC in Frisco • NBC signs contract to buy ch. 2 KTVU(TV) San Francisco in offshoot of Philadelphia, Washington, Boston deals with RKO General. KRON-TV announces plans to fight loss of its San Francisco NBC affiliation. Page **52.**

NARBA nears reality • Senate's 76-8 approval of NARBA and U.S.-Mexico broadcast treaties gives ball to President. NARBA expected to go into force in few weeks. Mexico pact awaits ratification of Mexican Congress, which meets Sept. 1. Page **62.**

Paar plug? • House Oversight Subcommittee wants look-see at film clip shown on Jan. 12 *Jack Paar Show* on NBC-TV. Page **64.**

The first of many? • The FCC gets first equal time request under new Sec. 315; instructs staff to prepare ruling denying candidate time because his opponent is regular weather man on KWTX-AM-TV Waco, Tex. Page **66.**

Tv-motion picture teamplay • Rodney Erickson says the pattern is toward consolidation of tv and motion picture interests with the major studios taking over tv program supply. Page **70.**

WGA wins a round • Writers union chalks up one major studio as Universal-International settles post-'48 issue with 2% payment to writers after distribution costs. Page **72.**

Nine in line • Nine applicants are vying for the profitable second tv outlet in Toronto, Canada. Page **80.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	60.2	22.0
Mon.-Fri. 12:00 noon 6:00 pm	60.1	18.0

C. E. Hooper — January, 1960

with 5000 WATTS

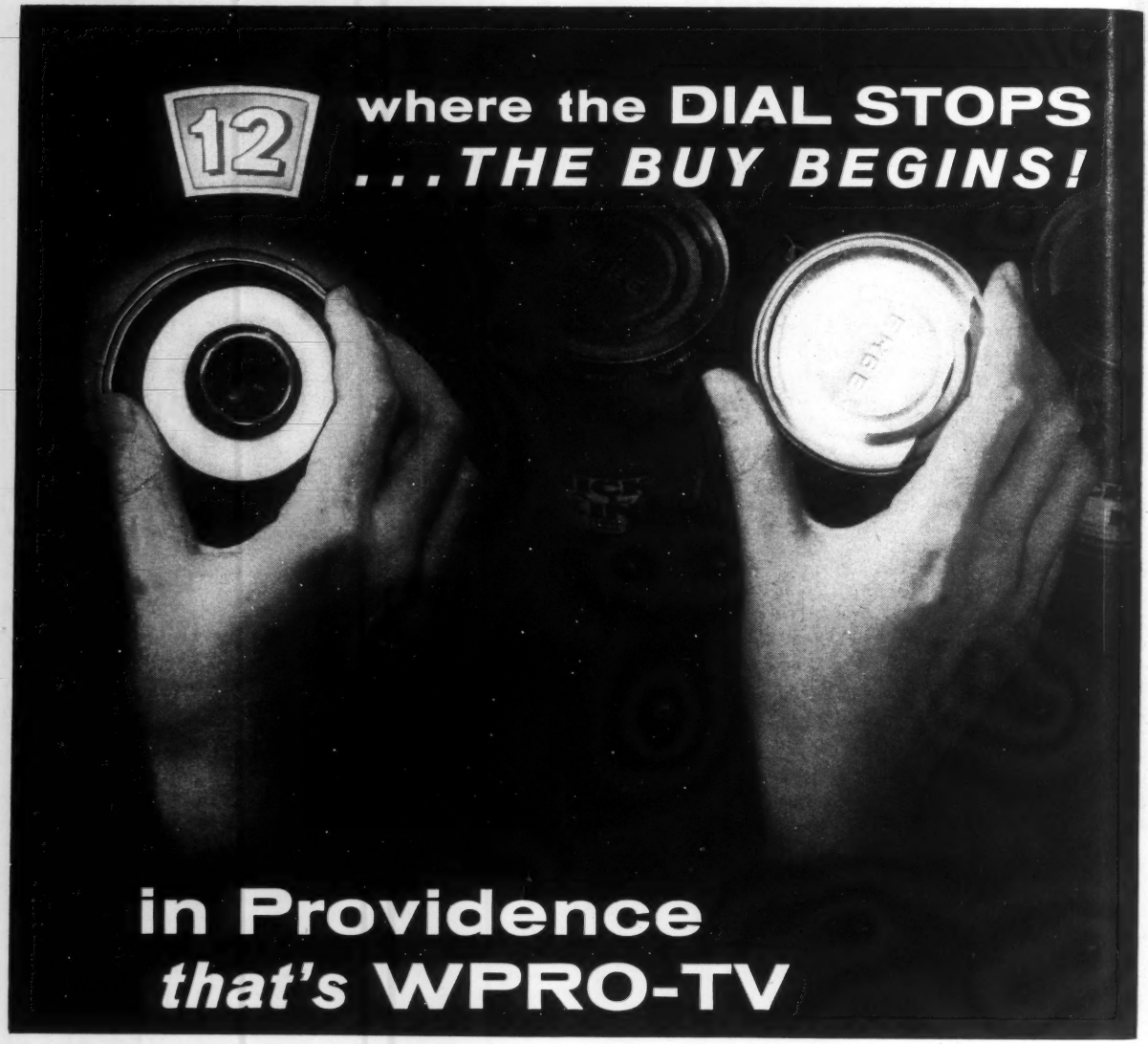
WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac



PROOF BY EXCLUSIVE MARKET SURVEY FOR YOUR PRODUCT! With our TMP (Test Market Plan), you get 500 in-home interviews before you advertise, and 500 after your schedule is completed. WPRO-TV absorbs all survey costs and no minimum schedule is required.

PROOF BY AUDIENCE SURVEYS! Take your choice of any survey. WPRO-TV delivers *most* audience in this rich area, with two billion dollars to spend. WPRO-TV's 50 mile radius of response includes all of Rhode Island, Southeastern Massachusetts including Fall River, New Bedford and Cape Cod, plus eastern Conn.

PROOF BY CASE HISTORIES! Here's one, but it's typical. Salty Brine (5:30-6:30 P.M., M-F) suggested *once* that his audience phone Elmo Topp (friend of Emily Tipp). Result? 36,000 calls in one hour, plus a request by the phone company to desist. That's response!

WANT MORE FOR YOUR TV DOLLAR? Call Gene Wilkin at PLantations 1-9776, or your Blair man. Either way, when you buy WPRO-TV, consumers buy your brands.

CAPITAL CITIES BROADCASTING CORP.

Represented nationally by Blair-TV

CHANNEL 12 PROVIDENCE

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 29

NBC'S '59: $323 MILLION GROSS

RCA annual report shows NBC 23% of total

NBC tv and radio sales totaled $323,253,000 in 1959, or 23% of RCA total for year, according to annual statement of RCA made public Friday (Feb. 26). NBC combined sales were $308,541,000 in 1958; when they comprised 26.2% of RCA total.

"NBC Spot Sales again established a record year in gross, boosted its profit level substantially and placed more dollars on its represented stations than ever before," according to joint statement by Gen. David Sarnoff, board chairman, and President John L. Burns. "California National Productions, the NBC film production and syndication organization, achieved the best sales year in its history and recorded its first program sale to a network."

National advertisers invested more money than ever before in NBC-TV network for twelfth consecutive year, it was stated, with gross time sales up more than 10% over 1958. NBC again led all tv networks in total number of advertisers and in dollars gained in gross billings over 1958, report added, with NBC-owned tv and radio stations described as setting new records in both sales and profits.

Total RCA sales rose 19% over 1958 to alltime high of $1,395 million, with profits of $40.1 million compared to $30.9 million in previous year, according to report. It predicted doubling of RCA business in next five years. Earnings per share of common stock were $2.65 compared to $2.01 in 1958. "We anticipate the electronics industry's volume will grow more than 75% to about $25 billion annually," RCA executives said.

Color Tv Profit • Color tv receivers earned first profit since introduction in 1954, according to statement with year-end sales "running at a rate of 30% ahead of the previous year." It listed advances in news, public affairs and informational tv programming along with special features. NBC News "sold out all of its regularly scheduled programming," statement explained, and 200 "special programs" were broadcast.

Record 735 hours of colorcasts was shown for year, 30% more than 1958. Firsts included entire World Series, championship tennis and professional basketball. Color reached peak of 20 hours weekly at year-end.

NBC Radio was credited with 47% "of all measured network sponsored time during 1959." New service begun Jan. 1 centers on news and informational programming and network "is offering a range of entertainment programs as a supplementary service." New enterprises division was set up in late 1959 for "increasingly diversified international and domestic activities and investments of NBC." Sales of tv programs to 38 foreign markets and management aid to broadcasters in six countries were noted.

Statement added, "In the light of recent experience with irregularities which had found their way into the young and swiftly growing television industry, NBC established comprehensive procedures to assure the integrity and propriety of all its operations." Among new program series is *World Wide 60*, begun Jan. 23 as weekly hour-long show Saturdays, 9:30-10:30 p.m.

Vtr Sales Good • RCA's new tape recorder for color and black-and-white was credited with 40 recorders shipped and 100 on order. Defense business rose 54% to $470 million, with $325 million of firm orders. Promising strides were noted in electronic data processing. Report said RCA is ready for scientific advances during 1960s, citing advances in research "from deep within the atom to the fringes of outer space."

In NBC programming review, statement said "The special projects department presented such universally acclaimed offerings as *Meet Mr. Lincoln* and *Life in the Thirties*. *Continental Classroom*, conceived by NBC in 1958 as the first nationwide television course to offer college credit, doubled its programming in 1959 to one hour each weekday. A new two-semester college course in modern chemistry was presented."

"Ever-growing consumer market" presents important aspect of RCA business, it was stated, with sales reaching new highs. "For the first time, color television receivers pushed beyond the break-even line to earn a profit."

'Play' to continue

NTA Productions, Inc. Friday (Feb. 26) said syndicated vtr *Play of the Week* will continue, using freelance directors, despite instruction by Directors Guild of America that its members not accept employment with NTA. DGA and NTA are in dispute over wage scale, directors now earning $1,000 per weekly show and asking $2,660. NTA said it is "unrealistic" to pay network rates. Union claims it had not pressed for contract earlier in order to help get show "off the ground." DGA said it will bring union charges against director who worked on show Friday.

FCC acts on payola violations

In special Friday (Feb. 26) meeting, FCC authorized sending of Sec. 309(b) letters to approximately half-dozen stations because of "reasonable evidence of clear violations of law . . ." requiring sponsor identification of all items broadcast for which payment is received (Sec. 317 of Communications Act). Copies of letters also sent to Justice Dept., which has responsibility for prosecuting violations. Revocation proceedings by Commission would come if licensee of station were convicted of law violation, it was reported. Identity of stations was not revealed.

Also at Friday meeting, FCC:

• Directed preparation of public notice informing licensees of steps Commission plans to take in case of future "willful violations" of Sec. 317 and pointing up past abuses just short of willful violations.

• Discussed but reached no conclusion on programming problem, subject of special hearing Dec. 7 to Feb. 1. Further meeting on subject, including planned revision of program renewal forms, scheduled this week.

• Tabled, but only temporarily, California hearing by Chief Hearing Examiner James Cunningham on network tie-in practices (continuation of sessions already held in New York). FCC was all set to schedule hearing immediately but House Appropriations Subcommittee Friday refused Commission request for supplemental travel allowances. Hearing still will be held "in immediate future" when money can be earmarked to send staff to California.

• Abandoned suggestion to establish FCC enforcement bureau to ride herd over stations for infractions of rules or for advertising excesses. Principal reason: estimated $500,000 needed to establish and maintain such an office is not available.

AT DEADLINE CONTINUED

FCC's lack of code chided by House unit

FCC was taken to task Friday on why it hasn't formally adopted code of ethics prohibiting members from *ex parte* contacts with those who have adjudicatory cases before FCC.

House Antitrust Subcommittee Chief Counsel Herbert Maletz asked FCC General Counsel John L. FitzGerald why FCC didn't follow House unit's March 1957 recommendations (in report on tv broadcasting) that it adopt code of ethics for members in light of subcommittee findings of 10-year "air of informality" about pending FCC cases.

Mr. FitzGerald, testifying on House bills on bribery and conflict-of-interest of government employes (story page 67), said FCC members have abided by American Bar Assn.'s canon of judicial ethics, though they haven't adopted it formally. He said FCC has submitted bill to Congress implementing this code and feels matter should be handled by legislation, not FCC rule.

Under questioning, Mr. FitzGerald said he had been FCC general counsel only 15 months and during that time had never read March 1957 report because of "number of difficult matters" which took up his time. This doesn't mean, he said, that his subordinates are not familiar with report.

Tv 'trickery' hearing

Federal Trade Commission hearing on its false tv advertising complaint against Libbey-Owens-Ford Glass Co. and General Motors starts today (Feb. 29) in Toledo in New Federal Bldg. (Room 204) for L-O-F phase, and March 3 in Detroit in Federal Bldg. (Room 734) for GM phase. FTC complaint, issued last November (BROADCASTING, Nov. 9, 1959), charged camera trickery in tv commercials to show L-O-F plate glass in better light than ordinary glass. One charge alleged camera shot through open window purported to show how little distortion there is in L-O-F plate glass.

Conelrad test set May 3

At request of Office of Civil & Defense Mobilization, FCC announced Friday (Feb. 26) that nationwide 30-minute Conelrad drill will be held May 3. Participation is mandatory for all broadcasting stations licensed by FCC except those in Alaska, Guam, Hawaii, Virgin Islands and Puerto Rico.

Drill will be held from 1-1:30 p.m. EST, running simultaneously in other time zones (i.e., 10 a.m. PST). All am stations not holding authorization for operation on Conelrad frequencies of 640 and 1240 kc, as well as all fm and tv stations (unless specifically authorized to operate by FCC) must remain silent during 30-minute duration of drill.

Programming for Conelrad stations remaining on air will be provided over four national radio networks through civil defense. Suggested local programming will be furnished stations remaining on air prior to alert.

May 3 exercise will be third daytime national Conelrad drill. Last alert was held in April 1959 and termed big success by OCDM and FCC despite bugs in defense programming offered and station complaints over losing 30 minutes of commercial time (BROADCASTING, April 27, 1959).

Win Polk award

Winners of annual George Polk Memorial Award for radio-tv reporting were Av Westin, producer, and Howard K. Smith, writer and narrator, of documentary, *The Population Explosion*, carried over CBS-TV. Award was presented by Long Island U., Brooklyn, N.Y.

KROD to quit CBS

KROD El Paso has indicated unofficially to CBS Radio that it will disaffiliate. Termination date not disclosed but presumed to be about six months hence.

NAB asks payola delay

NAB late Friday asked FCC to extend time for filing comments in proposed payola rulemaking requiring licensees to adopt appropriate safeguard procedures. Comments are due March 1 and reply comments March 11. NAB has asked for extension to March 22 for comments and March 31 for filing replies.

WABC expands news

WABC New York will replace music with solid 80-minute block of local, national, world and space news Monday through Friday 5:55-7:15 p.m., starting March 7. By dropping portion of d. j. Martin Block's music and expanding local coverage, new lineup starts with Paul Harvey from Chicago, followed by 15 minutes each for local news and sports, 10 minutes of John Daly, five minutes of Don Gardiner reporting on space age, 10 minutes of John Cameron Swayze's business final, five minutes of Arthur Van Horne and concludes with Edward Morgan. Local news actually will start at 4:15 p.m. when station's report on traffic conditions, formerly heard only in morning, will be aired several times right up to 6 p.m. local news roundup.

WEEK'S HEADLINERS

MR. MOUNTAIN

ROBERT P. MOUNTAIN, vp and member of plans board, Young & Rubicam, joins McCann-Erickson Adv. (USA) effective April 1 as senior vp and member of board. Mr. Mountain is 22-year veteran of Y&R heading agency's radio-tv operation from 1955-59. He joined agency in 1938 as manager of outdoor advertising, later moved to contact department and was elected vp and account supervisor on General Foods in 1947. Mr. Mountain was made vp in charge of new business when PETER G. LEVATHES was moved to vp in charge of radio-tv. Mr. Levathes has since left to become president of 20th Century Fox's tv subsidiary (WEEK'S HEADLINERS, Sept. 28, 1959).

MR. ROBERTSON

RALPH C. ROBERTSON, for past two years advertising director of B. T. Babbitt Inc., N.Y., appointed senior vp and elected to board of directors of Geyer, Morey, Madden & Ballard, N.Y. Appointment of Mr. Robertson follows last Friday's announcement of Babbitt's agency shift from Brown & Butcher, N.Y., to GMM&B effective May 18. Mr. Robertson will supervise Babbitt account, which includes Babbitt Household Products, Charles Antell and Drue Labs Divs. Prior to joining Babbitt, Mr. Robertson was vp and marketing director at GMM&B for five years.

King Midas made things happen in Phrygia... and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN has proved you can produce large audiences without loud noises. We are the home of the big hit *not* the big beat. The final evidence of popularity is the cash register and WPEN carries more local and more national advertising than any other radio station in Philadelphia. In Programming... and in Sales... WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . **WSAI**, *Cincinnati* . . . **WALT**, *Tampa*

Advertisement

Pulse Beat

Believability stressed. NBC's Chairman, addressing Michigan Council of AAAA—"A commercial is not just an attention-getting device. It should create good will, or at least not invite resentment. A time when it may be fashionable to cast suspicion is a good time to strive for credibility." Thank you, Mr. Sarnoff!

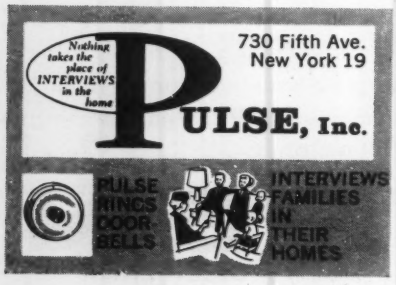
As far back as 1952, Pulse studies of four major categories of products from 13,000 consumer family interviews plainly indicated that *believable advertising produces the most sales.* See feature story in your agency file copy of Printers' Ink, April 3, 1953—mass-reprinted by Good Housekeeping.

Sound Counsel by Barton A. Cummings: "Let's do no research, except good research," Compton's president advised ANA Workshop last month. "Altogether too much advertising research is undertaken just to get some numbers that will serve as a crutch for judgment, or even worse, as a substitute for judgment."

Since summer, 1958, Pulse network reports for all programs telecast indicate that big numbers are not necessary for big success. Far more important are qualitative factors and audiences with best customer-count.

Appearing before FCC, CBS President, January 26, 1960: "Viewing behavior and judgments based on ratings become even more useful in determining the wants and choices of the community when the program offerings include a variety of types," stated Frank Stanton. "Nevertheless I find it ironic that some of the very people who purport to vindicate the public seem to have the least confidence in it, (the public). They say that the ratings are an inadequate tool . . . would substitute a sample of seven public officials or 12 public-spirited citizens who by definition are extraordinary and atypical people."

Pulse's minimum sampling, network TV, is 5,000 different families each month, per nighttime program—and 20,000 different families per strip!


Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

FEBRUARY

Feb. 29—Assn. of Maximum Service Telecasters, technical committee. 1710 H St., N.W., Washington, D.C.

Feb. 29-March 1—CBS Network Affiliates and Network Officials, special conference. Shoreham Hotel, Washington. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

MARCH

March 1—Senate Interstate & Foreign Commerce Committee session with spokesmen for federal regulatory agencies, networks, advertising agencies, advertisers, et al., on corrective measures being taken against alleged abuses in radio-tv. Washington, D.C.

March 1—New York State Assn. of Radio-Tv Broadcasters, third annual legislative dinner. Speakers: Louis Hausman, director of TIO, Gov. Nelson Rockefeller. Sheraton Hotel, Albany.

March 1—Comments due on FCC rulemaking requiring licensees to adopt procedures against payola and program deceptions.

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 2—Assn. of Maximum Service Telecasters, board of directors meeting. Shoreham Hotel, Washington, D.C.

*March 3—Federal Communications Bar Assn. luncheon meeting. Speaker: Comr. Rosel H. Hyde. Willard Hotel, Washington, D. C.

*March 3—NAB Tv Code Review Board, Westinghouse Broadcasting Co. offices, 122 East 42d St., New York.

March 7-8—Southwestern Assn. of Program Directors for Television annual meeting. Shamrock Hilton Hotel, Houston.

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

*March 7-12—Board of Broadcast Governors conducts hearings on power increases and frequency changes in Canada. Queen Elizabeth Hotel, Montreal.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Herminio Traviesas, vice president and manager, radio-tv department, BBDO, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—Audio Engineering Society west coast convention, Alexandria Hotel, Los Angeles.

March 9-11—NAB Board of Directors, Statler Hilton, Washington (postponed from Jan. 27-29). Tv Board meets March 9; Radio Board March 10; Joint Boards March 11.

*March 10—Radio & Television Executives Society 20th anniversary dinner. Grand Ballroom, Waldorf-Astoria, New York.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston. "Soaring 60's," sales and management symposium conducted by John Shirley, founder of Communications Institute of America.

*March 15—Deadline for applications to enroll in **NAB Broadcast Management Seminar,** to be held July 10-22 at Harvard Business School, Boston (postponed from March 1).

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 15-17—Electronic Industries Assn., spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

March 17—Southern California Broadcasters Assn. Campbell-Mithun, Hollywood, will present program. Luncheon at Hollywood Knickerbocker.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

*March 18—Indiana State Broadcasters. FTC Chairman Earl Kintner will be key speaker. Indianapolis Athletic Club.

March 18-19—Arkansas Broadcasting Assn., annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrillton.

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-26—Northwestern U. second annual Short Course for Newsmen in Crime News Analysis and Reporting, Fisk Hall, Evanston (Ill.) campus, under co-sponsorship of university's Medill School of Journalism and School of Law. Among speakers: William Garry, news and public affairs director of WBBM-TV and Len O'Connor, newscaster and commentator with WNBQ (TV) and WMAQ, both Chicago.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

*March 23—Bureau of Broadcast Measurement, annual meeting, Chateau Frontenac Hotel, Quebec City, Que.

*March 23—Chicago Broadcast Adv. Club's monthly luncheon meeting, Sheraton Towers. Guest speaker: Donald McGannon, president of Westinghouse Broadcasting Co.

*March 29—Assn. of National Advertisers' workshop "How to Use Advertising Effectively in Introducing New Products." Hotel Ambassador, Chicago.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL

April 1—Comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

*April 2—National Assn. of Fm Broadcasters

TENSE...TERSE... TERRIFIC...AND A SMASH

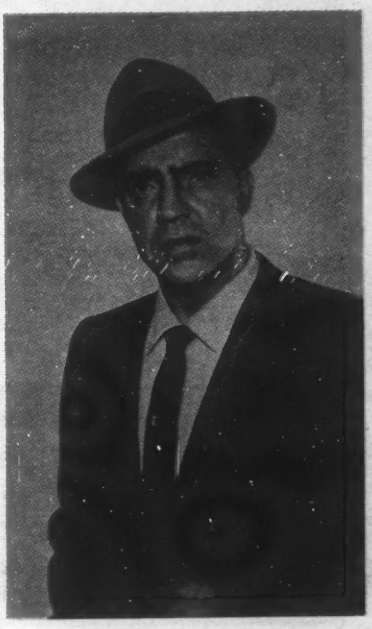
SOLD IN 110 MARKETS TO BIG NAME SPONSORS...BALLANTINE BEER, DUKE, CAMEL, CHESTERFIELD, MARLBORO, RICHARD HUDNUT, R.G. DUN CIGARS, DIAL SOAP, STUDEBAKER DEALERS...

39 ALL NEW...ALL FIRST-RUN HALF HOURS NOW AVAILABLE TO REGIONAL AND LOCAL SPONSORS

JOHNNY MIDNIGHT

STARRING ACADEMY AWARD WINNER

EDMOND O'BRIEN



Socko success is written all over this "top-10" contender. Already sold solid to the biggest name advertisers: Ballantine Beer (26 markets), Camel, Chesterfield, Duke, Marlboro, Richard Hudnut, R. G. Dun Cigars, Dial Soap, Studebaker Dealers, P&C Food Markets. And sold to the key stations – WBZ-TV Boston...WGN-TV Chicago...WDSU-TV New Orleans...WRCA-TV New York...WJW-TV Cleveland – plus 105 more across America. Its world is Broadway at midnight... background for the intriguing adventures of actor-turned-detective Johnny Midnight. Produced by Jack Chertok.

mca TV FILM SYNDICATION

598 MADISON AVENUE, NEW YORK 22, N. Y., PLAZA 9-7500 AND PRINCIPAL CITIES EVERYWHERE

Call your MCA representative today.

SOME REASONS
WHY
WIST
is your
best radio buy
in CHARLOTTE

TWO CONSECUTIVE N.S.I. REPORTS* show

■ In the 6 to 9 A.M. block WIST Average Ratings are 32% HIGHER than the next station

■ WIST is FIRST in 3-Hour Weekly Cumulative Ratings throughout the entire day — from 6 A.M. to 9 P.M.

■ In many time periods WIST is FIRST in TOTAL HOMES reached . . . both inside and outside the Metro Area

■ Between 3 and 6 P.M. . . . WIST delivers MORE DAILY HOMES than any other Charlotte station . . . more than all others combined in some ¼-hrs.!

*Nov.-Dec., '58 — Apr.-May, '59

*NIELSEN also shows that the average number of listeners per home is greater on WIST during most time periods, and that most WIST listeners are adults!**

*PULSE agrees

Your P-G-W Colonel has the facts!

WIST
best radio buy
in Charlotte
A Broadcasting Company of the South Station

annual business meeting, Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-6—American Management Assn.'s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3.

April 5—Broadcast Pioneers annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 9-10—Disc Jockey Assn., membership meeting. Minneapolis (site to be selected).

April 11—Deadline for filing reply comments to proposed **FCC** amendment of **CONELRAD** manual BC-3 to provide for transmission standards for the CONELRAD attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W.Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***April 20—**Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the **Advertising Federation of America,** 250 West 57th Street, New York 19.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

***April 21—Pennsylvania AP Broadcasters Assn.** Hershey Hotel, Hershey, Pa.

April 21—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

***April 21-23—New Mexico State Broadcasters** annual spring meeting. Las Cruces, N.M.

***April 21-23—Western States Advertising Agencies Assn.** tenth annual conference. (Place to be announced.)

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

***April 28-30—Alabama Broadcasters Assn.** annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

***April 29-30—Professional Advertising Club of Topeka,** New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

MAY

May 2—Reply comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 4—Reply comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***May 5-8—American Women in Radio & Television** national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

***May 6-7—U. of Wisconsin** journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

***May 18—Sigma Delta Chi** annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

***May 18-21—Pennsylvania Assn. of Broadcasters.** Galen Hall, Reading, Pa.

***May 19—Southern California Broadcasters Assn.** luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

***May 21-22—Illinois News Broadcasters Assn.'s** spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.

***May 26-31—National Federation of Advertising Agencies** annual management conference. Northernaire Hotel, Three Lakes, Wis.

JUNE

***June 1-3—International Advertising Assn.** 12th annual congress, Waldorf Astoria, New York.

June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

***June 5-9—Assn. of Industrial Advertisers** annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

***June 12-17—Fourth Annual Communications Institute for High School Students,** institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

***June 13-17—International Advertising Film Festival,** Lido, Venice, Italy.

***June 15-17—American Marketing Assn.** annual meeting. Hotel Leamington, Minneapolis.

WTVJ

is now programming the MCA Paramount movie features!

"ROAD TO MOROCCO" pulls a 39.3 rating for a 67.5 share-of-audience against prime network programming!

A continuing WTVJ promotion campaign is hypo-ing interest in WTVJ movies like never before. Contact your PGW Colonel for participations on THE LATE SHOW, GOLD COAST THEATRE, THE BIG SHOW, IMPACT and THE SUNDAY SHOW — all on WTVJ.

ARB Tues. Feb. 16 7-8:30 p.m.

SETS-IN-USE–58.2	rating	share-of-audience
WTVJ "Road to Morocco"	39.3	67.5
Station "B"	11.7	20.1
Station "C"	7.2	12.4

**ARB Overnight Tues. Feb. 16.*

CHANNEL 4 CBS **WTVJ**

WOMETCO ENTERPRISE

SOUTH FLORIDA'S LARGEST DAILY CIRCULATION MEDIUM

Represented nationally by Peters, Griffin, Woodward, Inc.

MONDAY MEMO

from **DR. DONALD LUCKY KANTER,** *executive director of creative research, Tatham-Laird Adv., New York*

A creative perspective of research

Too much current broadcast research is done to prove a point by marshalling impressive statistical evidence. This is all right, I suppose. But there are some other things which might be done to help today's programming climate.

Although broadcast research is largely concerned with audience measurement, it has been used in program development and selection. Many packagers and broadcasters have used some form of research to analyze audience reactions to a show—with the hope of using this information to help make a sale. In other words, research has been used to prove—in scientific terms—that one package will be viewed by a bigger audience than another.

I am not suggesting that this is a misuse of research. But I believe it has put potentially valuable research contributions into a rut. This has led to ho-hum reactions on the part of buyers towards research, not to mention audience reactions to program monotony.

I think that the trouble with research in program development and selection is that it's ashamed to be artistic, insightful and creative. I think that today's research, by and large, is too concerned with being scientific in the traditional sense of the word and not enough concerned with producing penetrating, even unprovable, analyses of program responses which make sense to producers and broadcasters.

As long as researchers are unwilling or unable to be artists, to some extent they will produce in the programming area results that are accurate but arid.

Insight Research • For instance, in the development of advertising compaigns "insight research" is used all the time at Tatham-Laird. We are interested in having our staff of interviewers and analysts talk with consumers about their attitudes and feeling towards a product class or a particular brand, come back to the agency and write up, impressionistically, a report of how their subjects see the world. From this kind of information, the ad-makers get a sense of whom they're talking to and what the problems of reaching them may be.

The point: We never use this kind of insight research to prove anything or to sell anything; we use it to help us talk to our consumers meaningfully, laconically and, above all, more realistically. Our job, in other words, is to find out—sans the conventions of the physics laboratory—the range of things which might be important, relevant and interesting to our audience.

In program development the same thing is possible. Fresh insights into the nature of the American character, its aspirations and feelings, could be very revealing to broadcasters before a program format is worked out, in the stage where the idea is still undeveloped. One trouble is that audience research is usually done after the pilot is made. At that stage of the game, the selling problem becomes acute and the use of a scientific authority becomes a help.

Even though a pilot has been created, there is still time to do insight research for purposes of doctoring and script change—if creative judgment demands it. Shows, like advertising campaigns, have a goal—an image or impression to convey. Just as it's possible to get insights from rough advertisements about whether the campaign goals have been met—it would be possible also to get insight into whether a show's goals have been achieved in viewers' minds.

Pertinent Questions • For instance, how do you feel about the main characters, about the situations? Is the format and execution living up to its producers' concepts and intentions? What can be done to beef up the involvement of the listener?

Dr. Donald Lucky Kanter, as executive director of creative research for Tatham-Laird, is responsible for administration of research, development of creative advertising campaigns through psychological research and evaluation of campaigns. Before joining T-L, he was with Social Research Inc. and in charge of motivational research for Gould, Gleiss & Benn, both ***Chicago.***

These are a few of the questions which might be answered insightfully, imaginatively and usefully. Too much program research is conducted on merely a "like or dislike" basis. We should take more advantage of the pre-testing techniques communications research people have developed.

I'm sure that an empathetic, creative producer, himself, could conduct inquiries which would provide insights to programming development and analyses of program execution. Usually, though, the time and too much self-interest intervene so trained researchers have to codify these insights.

I know a case where a producer got an idea to do a series of profiles on American business leaders. Before any scripts were written, research was done to find out how various segments of Americans view the problems of success, what they want to hear about the other fellow's success—and what they want to take away from such a show in terms of their own needs for self-help. The producer told me after listening to 50 or so representative Americans, he felt better able to tailor his program direction into areas which would be more significant to his potential listeners. He developed new insight and confidence as a result of being able to tell his writers specifically to whom they were talking.

This same producer is looking forward to testing his pilot on some captive audiences to find out whether or not he has been able to communicate his program goals. This is, of course, a very different kind of research from that which asks the audience only if they like or dislike a show.

Qualifications • Finally, it must be said that research is sometimes, not always, an aid to creative decision-making. An audience is not always a proven guide on the first exposure to a new program concept or a fresh treatment. Even as a complement to existing devices for rating, qualitative information cannot always give you an answer in the idea development stage. Audiences need direction and can't always tell you where to go when they don't have a dial in their hands. As if these problems of the creative product are not enough, there is always the one of slotting.

One thing is certain, though—when research is used as an artistic tool, not only for a sales device or for an audience profile, its chance to make contributions to program content are greatly increased.

As served at Dunbar's by Albert Cantey

Jambalaya ... OLD NEW ORLEANS FAVORITE

Here's how to make it!

Cook 2 chopped onions, 1 can tomatoes and ½ can tomato paste in 4 tablespoons butter for 10 minutes, stirring. Add 4 cloves garlic, 2 pieces celery, ¼ green pepper, ½ teaspoon thyme, 1 teaspoon parsley, 3 cloves—all finely chopped—and cook ½ hour, stirring. Stir in 1 pound diced boiled ham, 2 pounds peeled boiled shrimp; cook 10 minutes. Stir in 3 cups cooked rice. Season with salt, black pepper, cayenne. Simmer ½ hour. Serve with a bottle of chilled rosé wine.

WWL-TV... New New Orleans Favorite

How ya gonna keep 'em seated for the commercial? WWL-TV does it with a bright new series of station ID's—catchy sound and animation! Audiences stay put at station break time; advertisers get the most effective background possible for their spot sales messages. Alert programming like this is another factor that has established WWL-TV as the *new* New Orleans favorite.

Gourmet tastes? *Then write today for your gift copy of WWL-TV's new New Orleans Cookbook, "HOW TO PLEASE A GOURMET." Just off the presses—and loaded with wonderful old Creole recipes. Write: Promotion Dept., WWL-TV, 1024 North Rampart, New Orleans, La.*

CBS **WWL-TV** NEW ORLEANS

Represented Nationally by Katz

NEVER *in the greatest days of Radio such tremendous line-up of STARS*

KLIF Dallas, Texas
KREM Spokane, Wash.
WTAC Flint, Mich.
KUDL Kansas City, Mo.
WROW Albany, N. Y.
WELM Elmira, N. Y.
KOBY San Francisco, Cal.
WCHS Charleston, W. Va.
KFIV Modesto, Calif.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WNDU South Bend, Ind.
KSTN Stockton, Calif.
KOLD Tucson, Ariz.
WRVM Rochester, N. Y.
WMOG Brunswick, Ga.
WAYX Waycross, Ga.
WKAB Mobile, Ala.
WVKO Columbus, Ohio
KLOS Albuquerque, N. M.
WIL St. Louis, Mo.
WWDC Washington, D. C.
WNVY Pensacola, Fla.
WCRY Macon, Ga.
WGOV Valdosta, Ga.
WKBO Harrisburg, Pa.
WRAW Reading, Pa.
WDEL Wilmington, Del.
KCRG Cedar Rapids, Iowa
KOLE Port Arthur, Texas
WDGY Minneapolis, Minn.
WIRL Peoria, Ill.
WRAK Williamsport, Pa.
WEST Easton, Pa.
WORK York, Pa.
WGAL Lancaster, Pa.
WEZL Richmond, Va.
WMBR Jacksonville, Fla.
KSON San Diego, Calif.

WGBI Scranton, Pa.
WBAX Wilkes Barre, Pa.
WRIT Milwaukee, Wisc.
WSGN Birmingham, Ala.
KLOU Lake Charles, La.
KWEB Rochester, Minn.
WIBR Baton Rouge, La.
WJQS Jackson, Miss.
WABQ Cleveland, Ohio
WOW Omaha, Neb.
WSET Glen Falls, N. Y.
WMID Atlantic City, N. J.
WNBF Binghamton, N. Y.
WFBG Altoona, Pa.
KFJZ Fort Worth, Texas
KPRC Houston, Texas
WAJR Morgantown, W. Va.
WALT Tampa, Fla.
KIOA Des Moines, Iowa
KRMG Tulsa, Okla.
WNHC New Haven, Conn.
WSAI Cincinnati, Ohio
KICN Denver, Colo.
WTOP Washington, D. C.
KALL Salt Lake City, Utah
KDTH Dubuque, Iowa
KYNO Fresno, Calif.
KYSN Colorado Springs, Colo.
KGHF Pueblo, Colo.
WGBS Miami, Fla.
WPCF Panama City, Fla.
WQXI Atlanta, Ga.
WTMT Louisville, Ky.
WKYB Paducah, Ky.
WTRU Muskegon, Mich.
WEBC Duluth, Minn.
KOPR Butte, Mont.
KORK Las Vegas, Nev.
WHIZ Zanesville, Ohio
KMED Medford, Ore.
WTIV Titusville, Pa.
WMSC Columbia, S. Ca.
WDXB Chattanooga, Tenn.
WHHM Memphis, Tenn.
KTXL San Angelo, Texas
WDOR Sturgeon Bay, Wisc.
KPOA Honolulu Hawaii
WSMB New Orleans, La.
WFBL Syracuse, N. Y.
WAIT Chicago, Ill.
KOL Seattle, Wash.
WFMJ Youngstown, Ohio
WIBG Philadelphia, Pa.
WJAR Providence, R. I.
WQSN Charleston, S. C.

STARS of Stage, Screen, TV, Radio, Theatre, Sports, **GIVE YOUR** Station Breaks, Weather, Time, News Leads-ins, Interviews, Your Own Hollywood Reporter, Advice to Love-lorn, Thoughts for the Day, One Liners, Jockey Shorts, Musical Bridges, Themes, Household Hints, Tags.

MODERN SOUND EFFECTS

Your Market may still be available

New York Office
570 Fifth CIrcle 5-3111

RICHARD H

These *Stars Will be on Your Station

*and many more month by month

Lola Albright * Fred Astaire * Steve Allen * Kay Armin * Van Alexander * Annette * Eddie Albert * April Ames * Murray Arnold * Ra
Anthony * Pier Angeli * William Alland * The Accents * Nick Adams * Anna Maria Alberghetti * Warner Anderson * Frankie Avalon
The Addrisi Brothers * Dee Arlen * Gene Barry * Daws Butler * Jacques Bergerac * Edgar Bergen * Barbara Billingsley * June Blair
Sonny Burke * Bobby Breen * Jimmy Boyd * The Bush Boys * Theodore Bikel * Molly Bee * Harry Belafonte * Jesse Belvin * George
Byron * Bob Bain * Jim Backus * Peter Brown * George Burns * Richard Boone * Mar[illegible] * Alice Babs * Ronnie Burns * Edward
Byrnes * Lloyd Bridges *Tony Bennett * Vanessa Brown * Lynn Bari * [illegible] Bellson * Joanna Barnes * Lauren Bacall * Carrol Baker
Charles Blackwell * Jimmy Bowen * Ernest Borgnine * L[illegible] * [illegible] Blair * Pearl Bailey * Ann Blythe
Champ Butler * The Balladeers * Count Basie * [illegible] * [illegible] * Red Coffee * Richard Crenna * Pat Crowley * Eddie & Betty Cole
Henry Calvin * Barry Coe * The Champ[illegible] * [illegible] * Jan Clayton * Frankie Carle * Jim[illegible] Clanton * Jack Cassidy * Robert
Culp * Carol Channing * Chuck Conners * [illegible] * [illegible] * The Clark Sisters * [illegible] Cahn * James Cagney * Jeannie
Carson * Bob Crosby * Gary Cooper * Rosem[illegible] * [illegible] * [illegible] * Eddie Cochran * June Christy * Nat
"King" Cole * Johnny Cash * Buddy Cole * To[illegible] * Ray [illegible] * Marti[illegible] Colby * Jeff Chandler * Dagmar * Jimmy Durante
Jimmy Dean * William Demarest * Vic Damone * [illegible] Dante * [illegible] * Dennis Day * Billy Daniels * Kirk Douglas * Nancy
Davis * Bobby Day * Bobby Darin * Sammy Dav[illegible] * [illegible] Ann B. Davis * Dan Duryea * Doris Day * Rusty Draper * Ronnie Deauville
Martin Denny * Frank Devol * George DeWitt * Rosemary DeCamp * Vivienne della Chiesa * Andy Devine * Matt Dennis * Les Elgart
Elliott Elisofon * Duane Eddy * The Eligibles * Juan Esquivel * Toni Fisher * Eddie Fisher * Ernie Felice * Percy Faith * Bobby
Freeman * Dow Finsterwald * Dennis Farnon * Hugo Friedhofer * Henry Fonda * Connie Freed * Bula Frankel * John Forsythe
James Franciscus * Fraternity Brothers * Fabian * Stan Freberg * Tennessee Ernie Ford * Rhonda Fleming * Ella Fitzgerald * Jerry
Fuller * Four Freshmen * Four Preps * Gloria Grahame * Cla[illegible] * [illegible] * Frank
Giffard * Gogi Grant * Edyie Gorme * Glen Gray * Johnny G[illegible] * [illegible] Gardner
Joanne Gilbert * Fam Garner * Beverly Garland * Earl Gr[illegible] * James G[illegible] * George
Gobel * Judy Garland * Sheila[illegible] * Clar[illegible] Gable * Mi[illegible] Gaynor * Colleen Gray
Peter Graves * George Greeley * Andy Griffith * Lorn[illegible] Greene * Bob Hope * John Hall
Chico Hamilton * Roy Hamilton * Jay Hardin * Daryl Hickman * Lionel Hampton * Rock
Hudson * Martha Hyer * Jeff Hunter * Ann Henry * Tab Hunter * Jim Hawthorne * Dwayn
Hickman * William Holden * Charlton Heston * Earl Holliman * Edith Head * Dennis
Hopper * The Hi-Lo's * Alan Hale * Burl Ives * Mahalia Jackson * Spike Jones * Joni
James * David Janssen * [illegible] * Shirley Jones * Herb Jeffries * The Jewels
Gordon Jenkins * Little Willi[illegible] John * Carolyn Jones * Jan & Dean * Pete King * Lisa
Kirk * Irene Kral * Mickey Katz * Jimmie Komac * Broislau Kaper * The Kingston Trio
Stan Kenton * Jack Kelly * Dick Kallman * The Mary Kaye Trio * Julius LaRosa
Fernando Lamas * Liberace * Linda Leigh * Cathy Lewis * Delia Reese * Francis
Lederer * June Lockhart * Julie London * Keith Larsen * Steve Lawrence * Jack Leonard * Marjorie Lord * Stan Leonard * Guy
Lombardo * Frankie Laine * Peggy Lee * George Liberace * Harold Lloyd, Jr. * Robin Luke * The Lewis Sisters * Angela Lansbury
Jack Lemmon * Livingston & Evans * Dean Martin * Paul Martin * Paul Muni * Lee Marvin * Pamela Mason * Tony Martinez * Marily
Maxwell * Henry Mancini * Wink Martindale * Jeanette MacDonald * Jerry Mathers * Lou Monte * Ma[illegible] Rowan * Shirley MacLai
Judi Meredith * Giselle MacKenzie * Jerry Madison * Muzzy Mercellino * Johnny Mercer * J[illegible] Morgan * Ka[illegible] Murray * Joel McCre
Jimmy McHugh * Roger Moore * Jody McCrea * Sal Mineo * Patricia Morison * Fre[illegible] Mur[illegible] * Johnny Mandel * Robert
Montgomery * Nicole Maurey * Audie Murphy * Freddy Martin * Jeff Mor[illegible] * Johnny Morgan * Gor[illegible] MacCrae * Guy Mitchell
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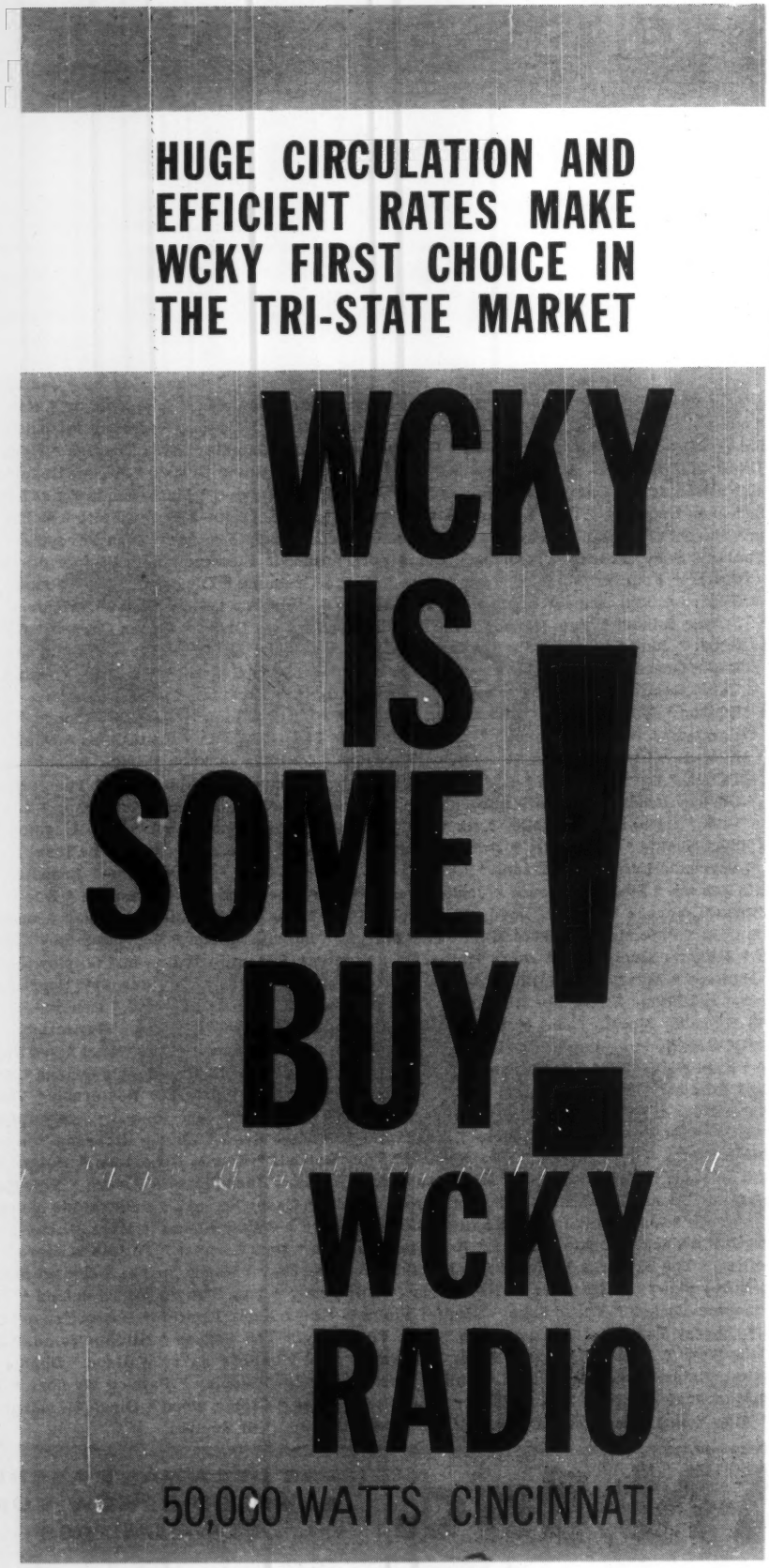


OPEN MIKE

Roundup of station sales

EDITOR: BROADCASTING is to be commended for its excellent article on radio and tv stations sales (page 80, Feb. 15). It is the first factual writing we have seen on this phase of the industry in my 22 years' association with broadcasting.

As you so logically concluded the article, selling is now and will continue to be an integral part of broadcasting.—*Robert Wasdon, Wasdon & Co. (Investments), Land O' Lakes, Fla.*

Cartridge tape recorder

EDITOR: Your roundup of recent developments in automation (page 131, Feb. 15) unfortunately neglected Broadcast Electronics Inc.

Our new Series 200 Spotmaster cartridge tape recorder was recently announced. Users are most enthusiastic and yesterday alone we received unsolicited orders by telephone for 24 units from stations who had originally purchased only a single recorder and playback.—*Ross Beville, President, Broadcast Electronics Inc., Silver Spring, Md.*

[Sorry we missed in the roundup. Picture and details were carried on page 100 of the Oct. 12, 1959, issue.—THE EDITORS.]

Glowing forecast for 1960s

EDITOR: Please send 300 reprints of the lead article, "A glowing forecast for the '60s; tv advertising income to double," page 23, Jan. 4 issue.—*C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York.*

[Reprints are available.—THE EDITORS.]

Hawaii market reprints

EDITOR: We would like to order 100 reprints of the 16-page special report on Hawaii which appeared in your Jan. 8 issue.—*Hoover Y. Tateishi, Manager, KOHO Honolulu.*

[Reprints are available, 20¢ each. THE EDITORS.]

Difference of opinion

EDITOR: Dr. Frank Stanton, president of CBS, is reported by BROADCASTING (Feb. 1, page 9) to have said that the public does not really pay for "free" tv and that product prices would go up if advertisers shifted to other media because "for most kinds of advertising, tv does a better job than any other media."

The public, of course, does pay for "free" tv, just as, in the final analysis, its pays for all advertising since the cost of advertising is a cost of doing business. . . .

It is also true, however, that products would cost more if they were not advertised. But Dr. Stanton's explana-

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

The Greatest Adventure Story Ever Told!

Acclaimed as a literary classic... as an outstanding motion picture... as a top-ten series on British television (sponsored by Scott Paper, Revlon Lipstick, Alka-Seltzer, Pepsodent, Quaker Oats and Kraft Cheese).

The Greatest Action And Pageantry Series Ever Filmed!

All the rugged action and robust drama that have made action-adventure the most popular programming category on TV today... PLUS... the rich pageantry of knights in armor... the vast, breath-taking panorama of the Middle Ages.

The Greatest Promotion And Exploitation Campaign Ever Planned!

To capitalize on IVANHOE'S extraordinary merchandising potential, Screen Gems is providing regional and local advertisers with a marketing and public relations campaign that is unique in the television field:

A TEACHER'S STUDY GUIDE prepared by a leading educator to be made available to local school systems.

PROMOTIONAL TIE-INS with Campus and Teen Age Book Clubs which reach 40,000 teachers and more than one million students.

A REVIEW AND DISCUSSION OF THE SERIES directed to 700,000 educators in 80,000 schools.

A PAPERBACK EDITION OF IVANHOE that will be tied in with the telecasting of the series and made available as a premium.

SELF LIQUIDATING PREMIUMS including a 45 RPM record of the theme music from the series, an IVANHOE Code of Chivalry printed on a parchment-like scroll, an IVANHOE comic book and many, many more.

"IVANHOE"... starring ROGER MOORE

39 Rousing, Eye-Filling Half Hours For Regional And Local Sponsorship

For details, contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

W. D. "Dub" Rogers, President and Gen. Mgr.

tion of this fact—tv's "superiority" as a medium—is a bit silly and is out of place in testimony before a government agency. The FCC is not a forum for media promotion.

The simple truth is that prices would go up without advertising, because sales volume would be considerably smaller and manufacturing cost per unit would, therefore, be much higher. Mass production—not tv—has helped bring lower prices. . . .—*Samuel Rovner, Public Relations Manager, Bureau of Advertising, ANPA, New York.*

Sid Hix and 'Sea Hunt'

EDITOR: APPRECIATE APPROVAL TO REPRODUCE IN LETTER TO COMPANY MANAGEMENT SID HIX'S CARTOON REGARDING "SEA HUNT" JANUARY 18 ISSUE.—M.A. MATTES, ADVERTISING MANAGER, STANDARD OIL CO. OF CALIFORNIA, SAN FRANCISCO.

Drawn for BROADCASTING by Sid Hix

"When 'Sea Hunt' comes on, they go crazy."

[Permission granted.—THE EDITORS.]

Radio-tv in Tidewater

EDITOR: May I borrow your OPEN MIKE, hopeful that those of us who are still proud of this business will come forward to kill a practice that is growing more cancerous in radio and television?

In 20 years of broadcast experience, some of the happiest with CBS, I learned that nothing is worth the sacrifice of one's personal integrity.

For the past two years I have jumped the fence into the advertising agency business. Much of our billing is in radio and tv. Locally all radio and tv station rate cards indicate the usual reference to 15% agency commissions. Of more than 10 radio stations in Tidewater, at least half of them will sell to clients for less money than they charge agencies. Of three tv stations, at least two have been guilty of transgressions. Some radio-tv stations have pressured our clients to deal direct, have often offered extra inducements. Most local radio-tv stations here have a commission arrangement that penalizes a salesman when he gets agency contracts! Some salesmen confide to me that they will actually jeopardize their jobs if it's known they recommend an agency to a client, although they admit that an agency often is necessary.

What is happening in Norfolk radio-tv is diminishing the pride I have had in our industry. One of the unholiest violators of media-agency relations is an independent that actually boasts to local agencies that they deal direct with some national accounts in New York and Chicago and even cut out a national representative's commission.

Every industry has its desperation salesmen and its charlatans, but this double standard is morally wrong. To radio and tv stations who are so hungry for the extra 15%, I suggest a simple statement on their rate cards, "No commission to agencies." This lets an agency know where it stands, which is all anyone can ask.

Unless radio and tv clean their own house, Uncle will.

Let's hear from some industry leaders on this one, please?—*Howard Stanley, Howard Stanley Adv., Norfolk and Portsmouth, Va.*

Oldest religious program?

EDITOR: On March 4, 1923, the Calvary Baptist Church in New York City began broadcasting church services on WQAO, their own radio station (we are now on WABC New York, Sunday 11 a.m.). Since these weekly broadcasts have been aired continuously since that time, our church literature states "the world's oldest religious broadcast." Do you know of any way that we can verify the fact, i.e. we maintain the oldest continuous religious broadcast in the world?

In the early part of 1961 we are looking ahead to the 2,000th consecutive week of broadcasting our church services.

Any help you or your readers can give us in this regard will be greatly appreciated because we want to be absolutely correct before stating this fact further—*David G. McImtyre, Business Administrator, Calvary Baptist Church, 123 W. 57th St., New York 19.*

Educational tv cooperation

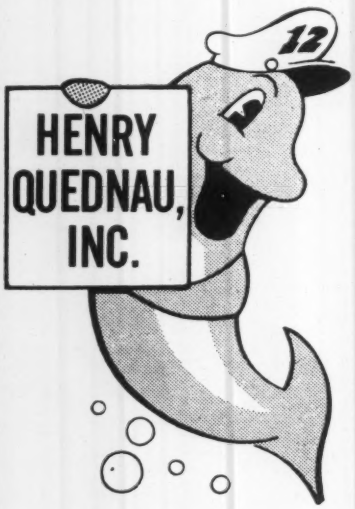
EDITOR: A mutual support arrangement between commercial and educational television might very well be a solution to the problem of getting prime time for cultural and educational programming. Putting it simply: commercial television would produce the programs; educational television stations would carry them, with credit to the producing station, in prime time.

Thus the commercial station would fulfill a public service obligation and educational television would get some fresh creative programming. And the viewing public would have a choice of

WFBC-TV* CHANNEL 4, SERVING
GREENVILLE-SPARTANBURG-ASHEVILLE
ANNOUNCES THE APPOINTMENT OF **AVERY-KNODEL, INC.**
AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE
EFFECTIVE FEBRUARY 1, 1960

*GREENVILLE, S. C.

"JAXIE" SALUTES



Henry Quednau, Inc. advertising agency has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its client's sales messages to more than a quarter-million North Florida-South Georgia TV homes. Henry Quednau, Inc. has purchased spot announcements in the popular Popeye Playhouse for Buitoni Foods and these spots — combined with WFGA-TV's programming of NBC and ABC—will provide top selling power for Buitoni Foods.

"JAXIE" is proud to add Henry Quednau, Inc. of Tampa and Buitoni Foods to its growing list of prestige advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

what it wanted to see at a given time . . .

But for the generous and helpful assistance on the part of commercial stations WAPI-TV and WBRC-TV Birmingham, WALA-TV Mobile and WSFA-TV Montgomery, the present Alabama state network could be nothing like as large or effective as it is now. . .—*Raymond D. Hurlbert, General Manager, Alabama Educational Television Commission, Birmingham*

Radio internships

EDITOR: Congratulations to Leo A. Jylha and WBCM Bay City, Mich. (radio internship plan for high school students, page 74, Feb. 8). Radio-tv internship is an important part of our program here . . . at the U. of Miami. Each year between 15 and 20 senior students take part . . . at various radio and tv stations here in the Miami area.

We feel that such an internship program is of vital importance in helping our students achieve a balanced education for broadcasting. . . .—*David G. Nellis, Radio - Tv - Film Dept., U. of Miami.*

Library copies needed

EDITOR: The Dept. of Radio, Television and Motion Pictures on our campus has a great interest in our library's acquiring a complete run of BROADCASTING which, at present, we have only from 1951 onwards. For some time we have been trying to obtain the earlier volumes for 1931-1950, however, without success.—*Dr. H. Bergholz, Chief Bibliographer, U. of North Carolina Library, Chapel Hill, N.C.*

[Our back copy file for that period is exhausted. Perhaps private collectors may wish to donate to the U. of N.C. library. —THE EDITORS.]

Harris subcommittee editorial

EDITOR: CONGRATULATIONS ON YOUR EDITORIAL "HE WHO THROWS STONES" (page 166, Feb. 15). YOUR OUTSPOKEN FEELINGS SHOULD PROVE TO ALL BROADCASTERS THAT YOUR MAGAZINE IS TRULY OUR INDUSTRY'S BIBLE. THE EDITORIAL'S NEXT TO LAST PARAGRAPH ELOQUENTLY SUMS UP MY FEELINGS SINCERELY.—ED WINTON, VICE PRESIDENT AND GENERAL MANAGER, WQMR WASHINGTON.

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METROPOLITAN BROADCASTING CORPORATION

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in Richmond and Central Virginia . . .

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Get extra sales with WXEX-TV's 12 performance-proven merchandising plans: • Promotional Spots • Newspaper Ads • Food Merchandising Plan • Community Club Awards • In-Store Food Displays • In-Store Drug Displays • In-Store Food Demonstrations, sampling, couponing • Store Window Displays • Food Merchandising Bar • Mailings to Retailers • Personal calls on Jobbers, Wholesalers, Retailers • Reports to Advertisers

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 29, 1960

Vol. 58 No. 9

BATTLE OF PAY TV: AIR vs WIRE

International Telemeter finds cost-cutting method for Toronto closed-circuit system; Zenith will seek FCC on-the-air grant

A showdown on subscription television is shaping up fast.

It will pit advocates of closed-circuit pay tv against advocates of broadcast pay tv. If either wins, the nature of American television is bound to be vastly changed.

The principal adversaries are International Telemeter Corp., which is owned by Paramount Pictures, and Zenith Radio Co., the pioneer among pay tv proponents.

Telemeter, through Canadian affiliates, went into business with a closed-circuit system in a Toronto suburb last week. Probably the biggest news about the new system was a Telemeter announcement that it had found a way to make big reductions in installation and maintenance costs.

Zenith, egged on to new activity by the prospects of new progress in closed-circuit pay tv, stepped up preparations to apply to the FCC for permission to establish an on-the-air system (CLOSED CIRCUIT, Jan. 18).

And there are other major interests involved in the rival developments.

Jerrold Electronics Corp., Philadelphia, a leading manufacturer of community television systems and owner of nine catv systems, worked with International Telemeter in the development of lower-cost gear.

Early this month control of Jerrold was acquired by John L. Loeb, partner in Carl M. Loeb, Rhoades & Co., New York investment house, and by Jack D. Wrather Jr., of the Jack Wrather Organization. Mr. Wrather holds extensive broadcast station interests through his ownership in Transcontinent Television Corp. He has program interests including *Lassie, The Lone Ranger* and *Sergeant Preston of the Yukon*. His organization owns Muzak which provides wired music to public places.

Cost Breakthrough • The Jerrold-Telemeter achievement in reducing wired pay tv costs was announced last week by Louis A. Novins, president of International Telemeter. He said the development of a high level voltage amplifier has enabled Telemeter to put in its Canadian system at a capital outlay 20% lower than would have been possible with earlier equipment. The company expects maintenance to run 50% below what it would have cost with the older gear.

Mr. Novins said it would have taken from 175 to 200 of the old amplifiers to operate the Toronto system. Only 14 of the new type amplifiers will be needed, he said.

The Biggest Test • The Canadian operation is the largest subscription experiment yet undertaken. It ties an initial 1,000 subscribers into a three-channel, 93-mile coaxial cable installation. They are being fed motion pictures on two of the circuits and a special events or community affairs program on the third channel. (See details, page 30.)

The Canadian system is actually the fourth in a series of tests and demonstrations conducted during the last decade.

The first, in 1951, was a 90-day Zenith test with 300 families in Chicago. This was an on-the-air test.

The second, in 1953-54, was run by International Telemeter as a wired adjunct to its Palm Springs, Calif., catv system. At one time the Palm Springs operation had 200 pay television subscribers.

The third was operated in Bartlesville, Okla., from September 1957 to April 1958. This system, run by Video Independent Theatres, a southwestern theatre chain and community television operator, closed when losses reached $10,000 a month. At first the Bartlesville project charged subscribers a fixed monthly fee. Toward the end it converted to a per-program meter system. At its peak it claimed 800 customers. (Jerrold was a prime equipment supplier in Bartlesville.)

Theatre-Tv Connections • The Toronto project is being operated by Trans Canada Telemeter, which is a division of Famous Players Canadian Corp. (owned 50% by Paramount Pictures Inc.). Famous Players is the largest theatre chain in Canada, owning 376

Tomorrow's television? Here is a typical home installation of Trans-Canada Telemeter's subscription tv system which was to begin operation last Friday night in a Toronto suburb. Advocates of subscription tv distributed by wire see this as the forerunner of installations like it in the U.S. Advocates of on-the-air subscription tv see it as a threat to their plans.

A CRITICAL EXPERIMENT BEGINS

Dollars dropping into coin boxes attached to tv sets in Toronto's suburban Etobicoke were to set in motion at 7 p.m. Friday (Feb. 26) subscription television for Canada and for Paramount Pictures' International Telemeter Co.

Subscribers could select one of two motion pictures programmed on separate channels. The films were the same as those currently being shown in Toronto's neighborhood theatres. The movies were 20th Century-Fox's "Journey to the Center of the Earth" and Warner's "Nun's Story." Both were repeated on Saturday, at the same $1 charge.

If a subscriber wanted to, he could pay another $1 on Sunday for either film or at 7 p.m. he could buy—for the same price, on a third channel—a live telecast of the Toronto Maple Leafs-New York Rangers hockey game fed from New York's Madison Square Garden.

The Canadian pay tv operation is franchised by International Telemeter Corp. (a division of Paramount Pictures Corp.). Famous Players Canadian Corp. Ltd., largest theatre operator in Canada and 50% owned by Paramount Pictures, was franchised to operate the Telemeter system throughout Canada and early in 1958 created Trans Canada Telemeter Division to operate the system in the West Toronto area.

An area of 13,000 homes is being wired for the system, though Telemeter talks of a potential 40,000 homes which can be served by expanding the present system. As of late last week, some 1,000 connections had been wired with another 3,000 subscribers signed and waiting for installation crews to catch up with subscriptions. By next summer about 5,000 subscribers will be able to receive Telemeter's pay tv, the company predicts.

High-Voltage Amplifiers • Telemeter has installed the new Jerrold-built high-voltage amplifiers in West Toronto. The area will be served by only 14 amplifier positions. Before this development, Telemeter explained, the 93 miles of cable system in Toronto would have required from 175-200 amplifier positions.

Subscribers pay a $5 installation charge (no other fixed payments). Telemeter's per-home installation charge, however, comes to about $100 (this picks up costs accruing from actual installation of the Telemeter unit, an allocation of the cost of building the Toronto studio and the expense of wiring the home, according to a "reasonable base of volume").

Over $1 Million Tab • International Telemeter officials estimate that the company has invested more than $1 million in the Toronto operation. They say they are in Toronto to stay and that the pay tv operation is not a "test" but a permanent installation. It's pointed out that with 10,000 subscribers each paying $2 a week on an average for programming, a gross of $1 million can be realized in one year.

Bell Telephone of Canada has built the outside cable and had been called upon for some additional services where needed. Trans Canada Telemeter takes over the wiring of individual connections and coin box installation.

A tentative schedule of programs Feb. 26 through March 3 was issued last week. The bulk of programming is made up of three types other than the specially-arranged hockey telecast. These are motion picture features (which are shown on a "same day and same date" basis in Famous Players' theatres, for example, in Westwood and Kingsway Theatres), short film subjects and children's programming (shorts).

Among the motion pictures slated in addition to "Journey" and "Nun's Story" are Warner's "Cash McCall," MGM's "Gigi," the British import

movie houses in all 13 provinces. It also holds half interests in three Canadian tv stations—CFCM (TV) and CKMI-TV Quebec City, Que., and CKCO-TV Kitchener, Ont. CFCM is the French language station in Quebec City; CKMI-TV is the English language station there.

Toronto tv viewers now receive five off-the-air, free television services. These are: ch. 6 CBLT (TV) Toronto, ch. 11 CHCH-TV Hamilton and three Buffalo, N.Y., outlets, ch. 2 WGR-TV, ch. 4 WBEN-TV and ch. 7 WKBW-TV.

The philosophy behind the Toronto project was expressed by J.J. Fitzgibbons, president of Famous Players. He said the Telemeter operation aimed at recapturing lost movie audiences and developing new ones.

"If they won't come to the theatre, we will bring out entertainment to their homes . . .", he stated. This was the theme of the Bartlesville experiment also.

A Telemeter statement, issued in New York on the eve of the Toronto premiere, foresaw wired tv as paralleling the growth of the thousands of 250 w to 1 kw radio stations. Wired toll tv could, in fact, become adjuncts of such facilities, it stated. Foreseeing scores of "neighborhood" wired tv outlets as satellites of a major big city tv station, the statement concluded:

"Television's full potential, not realized during the past decade because tv broadcasting has depended solely on advertising revenues for its existence, promises to come to fruition in the 1960's as the economic foundation of tv is broadened by pay television and new sources of income are channeled into the medium."

Plans and Plans • The Feb. 26 pay tv start in Toronto is only the first phase for ITC, it was learned. There are many plans, some in the works and others only on paper.

Some of them:

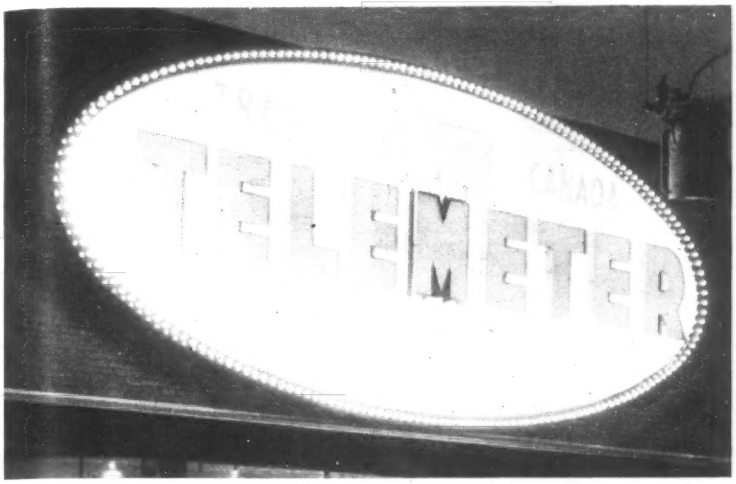
• A flat prediction by Mr. Novins, that wired toll tv will begin in "four or five" places in the U.S. "most likely on the East Coast" within the year. (A few locales on the fringe of the metropolitan New York area are under consideration.)

• Two new and advanced design telemeter coin box units. A Model 2-A will cut the current $65 manufacturing cost by $10 and a Model 2-B will chop the price further (to as low a unit price as $45 or $39). Guardian Electric Co., Chicago, which manufactures coin mechanisms, makes the units.

• Additional sources of programming are being worked on by Telemeter Program Co., which has Leslie Winik as its program director. This unit—which will relay special attractions for a percentage based on gross to franchisers—now is "deeply involved in a multitude of negotiations" and was responsible for the pact with National Hockey League for rights to Toronto Maple Leafs' away games.

Paramount has invested an estimated $10 million in pay tv, has been developing Telemeter since 1951. From Toronto, it is expected Famous Players will expand to other parts of Canada probably through "subfranchising."

Paramount-Telemeter says it will stick to wired pay tv. But it does have an on-air system perfected. The company reports widespread interest in its



"Room at the Top," MGM's "Wreck of the Mary Deare," Paramount-released "Five Pennies," Columbia's "From Here to Eternity," MGM's "North by Northwest" and Walt Disney's "Shaggy Dog."

In the first few days of operation Warner's "FBI Story," Paramount's "Career" and Columbia's "Seventh Voyage of Sinbad" are slated to be programmed. None of the films has been on tv or is available to commercial television.

Each motion picture was negotiated independently by Famous Players and the motion picture company on the basis of a "theatre showing." (In theatrical showing of motion pictures, the theatre operator contracts for a feature by paying a specified percentage of the gross gained during the run.)

A special half-hour inaugural ceremony preceded the Friday night start. Included on the program were John J. Fitzgibbons, president of Famous Players; L.M. McKenzie, boxing commissioner of Ontario; Clarence Campbell, president, National Hockey League of Canada, and Adolph Zukor, Paramount's board chairman.

wired system, says it has inquiries from abroad as well as from many interested companies in the U.S.

Franchise Deals • International Telemeter franchises its system on the basis of exclusive territory. The holder can then lease the system to somebody else, perhaps a radio station. The leased wire (through the Bell companies) arrangements are made by the franchise holder, not by International Telemeter. Telemeter receives a percentage of the franchise holder's gross as a royalty per annum.

The telemeter coin devices and coders, the transmitting units and amplifiers are supplied at cost to the franchise holder.

Further control at the "box office" has been reached by International Telemeter. Though not yet announced, Telemeter now has a new "tote board" which can act as (1) a day-by-day visual account of what's being seen and what's being paid, and a check on the computer which prints lists of programs watched and prices paid.

In the Telemeter system, an announcer corresponding to a theatre "barker" continuously advertises attractions on the three programming channels. Other similarities with motion picture ways of doing business: there will be "price differential"—not every movie or event will carry the same price, and there will be program identification as well as a check on the box office (instead of tickets the check will come through the electronic tape and tote board). Also contemplated are "continuous performances" and stereophonic music (2-4 p.m. fed free) as well as "public service" programs (sermons, panel discussion shows, etc.).

On-the-Air Test • Zenith's increased activity was acknowledged by Joseph S. Wright, president of the Chicago company. He told BROADCASTING last month that appropriate applications under the FCC's test requirements would be filed within "a few months." (CLOSED CIRCUIT, Jan. 18).

Substantial progress has been made by Zenith, it was learned last week, in preparing for on-the-air tests. Negotiations are underway with various groups preparatory to filing the application for tests. The demonstrations will be conducted in one of five markets currently under study.

At least $10 million will be required, an informed source estimated last week, to conduct the air system operation.

The scope of the preliminary arrangements was underscored when it was pointed out that arrangements must be made not only with a licensed station in a desirable market, but also with a franchise holder who understands the entertainment business.

A key requirement, it was noted, is an agreement for sources of attractive product—most importantly top grade feature motion pictures as well as live sporting and other events.

Vital Choice • Mr. Wright said that if and when wire tv becomes feasible, broadcasters will be faced with a critical economic choice. Either they will lose pay tv to wire forces, or they must make every effort to encompass it within their own operations. He expressed the feeling that on-the-air tollcasting was better and cheaper than wire toll tv and that broadcasters should seriously consider partial tollcasting on their own channels now.

A vital concern, which should impress broadcasters, other Zenith sources emphasized, was that wire tv operators will know the precise size of the audience, thus eliminating broadcasting ratings and guesswork. The impact of this on commercial broadcasting can be seen, it was pointed out.

Zenith engineers have reported that a single coaxial cable, with a 4.5 mc bandwidth can carry as many as a dozen video channels with good quality. This can be done, it was noted, through a phasing method evolved by Bell Labs.

It was also stated that Bell Telephone companies would quickly move into the wire pay tv operations since they are in business to provide this type of service.

Wire tv can be economically justified for densely populated areas—witness the more than 700 community tv systems in the U.S.—but the big problem, Zenith sources pointed out, will be in providing service to sparsely settled areas where interconnection costs would be inordinately high.

Third Force • Still another company which has hopes of moving in soon on wire pay tv is Skiatron of America, the Matty Fox company that holds the franchise for Skiatron Electronic's SubscriberVision system.

Skiatron of America has been negotiating with a "major" movie company to put its show on the road. This was publicly stated during the hearings before the Securities & Exchange Commission in Washington six weeks ago. Skiatron Electronics and its pay

The subscription lineup

Six systems of subscription tv have at one time or another made their claims to the FCC and the public. They are:

Zenith Radio Co. Originally contemplated using the telephone to transmit a decoding signal to clear up the over-the-air scrambled tv picture. In later years plans to use an air key for this purpose.

International Telemeter Corp., a subsidiary of Paramount Pictures Inc. Proposes using a coin box mechanism which when fed proper amount of coins will unscramble the coded picture.

Skiatron Electronics & Television Corp. Proposes using a punch card to activate decoder. Franchise for SubscriberVision, as Skiatron terms its system, is held by **Skiatron of America Inc.,** whose principal is Matty Fox.

TeleGlobe Pay Tv System. Recommends transmitting the video portion of the program in the clear; with audio sent via telephone lines.

Blonder-Tongue Labs. Its BiTran system would multiplex video signal so that viewer could receive regular tv program or, via telephone line key, displace it with toll tv program.

Angel Toll Vision. This works on the principle that viewers can be solicited to pay in advance for a special tv showing of a major program or event. If collections are sufficient, the program would be telecast in the clear for all to see. If not, money would be refunded.

tv adjunct are in trouble with the SEC due to alleged failure to report fully on stock activities.

Skiatron's big push for its SubscriberVision pay tv system came last year when it fought unsuccessfully for Los Angeles City Council approval to wire up that area. It holds agreements with the Los Angeles Dodgers and the San Francisco Giants to present their ball games for pay.

Skiatron of America also has an agreement with impresario Sol Hurok and in fact videotaped the Bolshoi Ballet when it was in this country last year. The SEC record shows that Skiatron of America is $3.5 million in debt.

Conditions for Tests • The FCC's list of conditions for on-the-air pay tv demonstrations was issued in March last year. Among the most significant were these:

- Only one system may be tested in a city—and only one city may be used by each system.
- Tests may be undertaken only in cities now receiving four or more tv services. This limits the possible markets to about 20.
- Sale of decoding equipment to the public is forbidden.
- Tests may run no longer than three years.
- Pay tv operations must not interfere or degrade regular broadcast signals.

The Commission's "Third Notice," as it was called, squeaked through with narrow 11-10 approval by the House Commerce Committee. The House committee and especially its chairman, Rep. Oren Harris (D-Ark.), intervened in the subscription tv proceeding in 1957. So vehement was congressional opposition to the spectre of toll tv that for a period of two years all toll tv activities virtually ceased.

The Harris committee in early 1958 held a full-dress hearing when proponents and opponents of toll tv laid their arguments before Congress.

Opposition on the Hill • Over the years, opposition to the whole concept of pay tv has been expressed by several members of Congress. Bills prohibiting tollcasting—and even interstate wire pay tv—have been introduced by such Capitol Hill leaders as Mr. Harris, Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee; Sen. Strom Thurmond (D-S.C.), a member of the Senate Commerce Committee, and the late Sen. William Langer (R-N.D.).

There has been little pay tv activity in Congress since last March. There are bills still pending and it is thought the reactivation of subscription tv such as that in Toronto and the filing of applications with the FCC may engender resumption of the House committee's interest.

In recent months, it was learned, there have been inquiries made of House Commerce Committee members as to the application of pending anti-pay tv bills to community tv systems. The inquiries came from catv principals, it was acknowledged.

One FCC Application • Actually only one application to undertake pay tv tests has ever been submitted to the FCC. This was by the unbuilt ch. 29 WSES Philadelphia. Because this request did not include all the information the Commission felt was required, no action has ever been taken on the request.

Recently, WSES asked the Commission for some assurance that it would receive a grant or at least a conditional permit. The station said it was negotiating for the development of special equipment and before making the necessarily large financial outlay, it wanted an expression of FCC intent. So far the FCC has not replied.

When the FCC was considering the controversial toll tv question, two tv stations—both uhf and both having gone dark after unsuccessful efforts to build a market for themselves—offered to act as guinea pigs in any pay tv tests. They were ch. 24 WCAN-TV Milwaukee, Wis., and ch. 67 WFMZ-TV Allentown, Pa.

No action was ever taken on these offers either.

PAY TV STUDY
Most prefer free tv, ads, Schwerin finds

How to kill two birds with one stone, and come up with a moral to boot, has been demonstrated by the Schwerin Research Corp., New York, whose day-to-day function ordinarily runs to measuring audience reactions to commercial messages.

Schwerin has published the results of a survey on attitudes toward pay tv. A sample size of 730 people who had been invited to Schwerin's theatre on Sixth Ave. to view new tv commericals was used. After the various screenings were held, the researchers conducted their pay-tv attitude survey as a guide to help them find out actually what the likes and dislikes were toward tv advertising.

Results of the survey: 58% said they would rather have advertising than pay an annual fee of $5. When the same question was asked suggesting higher fees, reactions changed considerably. Only 27% would prefer paying $10 annually rather than have advertising, 10% would prefer paying $25 annually and only 6% would pay $60 annually, or $5 per month.

The respondents also were asked, "Do you think you'd get better programs on pay tv?" Total percentages were: yes, 26%; no, 46%; and not sure or don't know, 28%.

Because of the striking percentage changes when the suggested fees were raised, the researchers concluded that they had pinned down on a money basis the extent of their respondents' dislike of tv advertising. The moral, said a Schwerin spokesman, "Advertising is not so bad after all, and not as bad as a vocal minority says it is."

the prestige independent with network audiences!

A. C. Nielsen recently studied his entire New York sample, both Audimeter and Recordimeter — Audilog homes, and found **"no significant difference"** between the kind of people who watch WPIX-11—New York's leading **Independent** station —and New York's leading **Network** station.

The Nielsen "WPIX AUDIENCE PROFILE" study provides a **direct comparison** of audiences for the prime qualitative categories of:

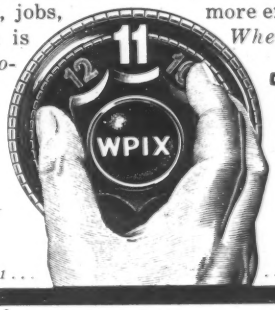
FAMILY INCOME
HOME OWNERSHIP
AUTOMOBILE OWNERSHIP
SIZE OF FAMILY
AGE OF HOUSEWIFE
OCCUPATION, HEAD OF HOUSEHOLD

from 7:00-11:00 PM, seven nights a week.
Qualitatively they are equal.

As Nielsen states: "NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!"

The "content" of a rating point on WPIX-11 and the top network- station in New York is *the same!* Nielsen *proved* that incomes, home ownership, ages, jobs, etc. follow identical patterns.* The reason is logical and understandable. WPIX-11 *is programmed* like a Network station with network-proven and network-quality shows every half-hour, every night. This WPIX-11 *"network look"* brings increased sales impact to your commercial messages — makes them more receptive, more effective, more productive.

Where are your 60-second commercials tonight!



WPIX *new york*

*Special Nielsen Qualitative Study for WPIX-11 . . . . . Details upon request.

© 1960, WPIX

TV TEST PAYS OFF FOR FLETCHER

TvB experiment shows total ad costs can be cut, impact increased

Early results are in for the Fort Wayne experiment in long-range planning by a large retailer on tv. The medium proved it can sell neckties, create strong store-wide activity and help amortize overall advertising costs.

The Indiana specialty store is Patterson Fletcher. The station—WANE-TV Fort Wayne. The planner—Television Bureau of Advertising.

Patterson Fletcher's president, Dwight Shirey, last Wednesday (Feb. 24) detailed dramatic results of two short schedules, test segments of a year-long campaign on WANE-TV. This is what he reported to the National Assn. of Retail Clothiers & Furnishers, meeting in Los Angeles.

From Nov. 30 to Dec. 2, Patterson promoted ties on tv. Only tv was used with no in-store promotion. The store rang up 2,885 sales at $1.19 each. On sunday, he said, "we used six 10-second ID's, four 20's and two minutes. Then in addition, we used one spot on our news show. Wednesday we used five 10's. All of the 10's and 20's were run-of-schedule."

The tie campaign cost $644.70. It produced:

- An 18.67% cost (18.67 cents on the dollar sale) for the ties alone,
- So many shoppers for the whole furnishings department that the department cost, including $90 for other media, dropped to 6.24%, and
- Strong storewide activity at an advertising cost of 5.41% for the whole store during these three days.

This was a stiff test. "May I hasten to say," Mr. Shirey added, "that except in an instance of this kind, we feel this is wrong, for you get the best results from television through tie-in windows and in-store displays that match up with your promotions."

Raincoats, Too • In a sustained raincoat promotion, television sent the sales curve on a sharp climb. In the weeks before putting this merchandise on tv, Patterson Fletcher sold five coats one week, eight another and 12 the next. "Then on the week of Nov. 2 when we put the coat on television, we sold 47 coats, and in the three weeks following there was a sustained interest, for we sold 17 one week, nine the next and 16 the next," Mr. Shirey told the clothiers.

The sales disclosures, rare for a retailer, was part of Patterson Fletcher's agreement with TvB and WANE-TV when they announced the pioneer long-range plan last July (BROADCASTING, July 20, 1959). In his explanation to the retailer meeting, Mr. Shirey called tv an exciting tool for retailers but one that requires constructive thinking and good planning by an entire organization.

Looks Good • He explained his store's reasoning that if television is effective for huge national accounts, it must have a proportionate value for local organizations. "We feel we are beginning to find the answer to support that philosophy and we like what we are finding out," Mr. Shirey reported.

Patterson Fletcher is spending about a quarter of its budget in tv. Following TvB's advice, to spend $2 in programs for every $5 in announcements, the store has a weekly news program (Tuesdays, 6:30-6:45 p.m.). In its flexible schedule of spots, Patterson Fletcher used 124 in four weeks of December but probably won't exceed 24 this month, the merchants explained. Following another TvB proposal his firm picked one personality for all tv activity, Vic Sterling of WANE-TV. "He has become synonymous with our store and to get the feel of our store personality and merchandise, Vic works frequently on the floor of Patterson Fletcher," the store president said.

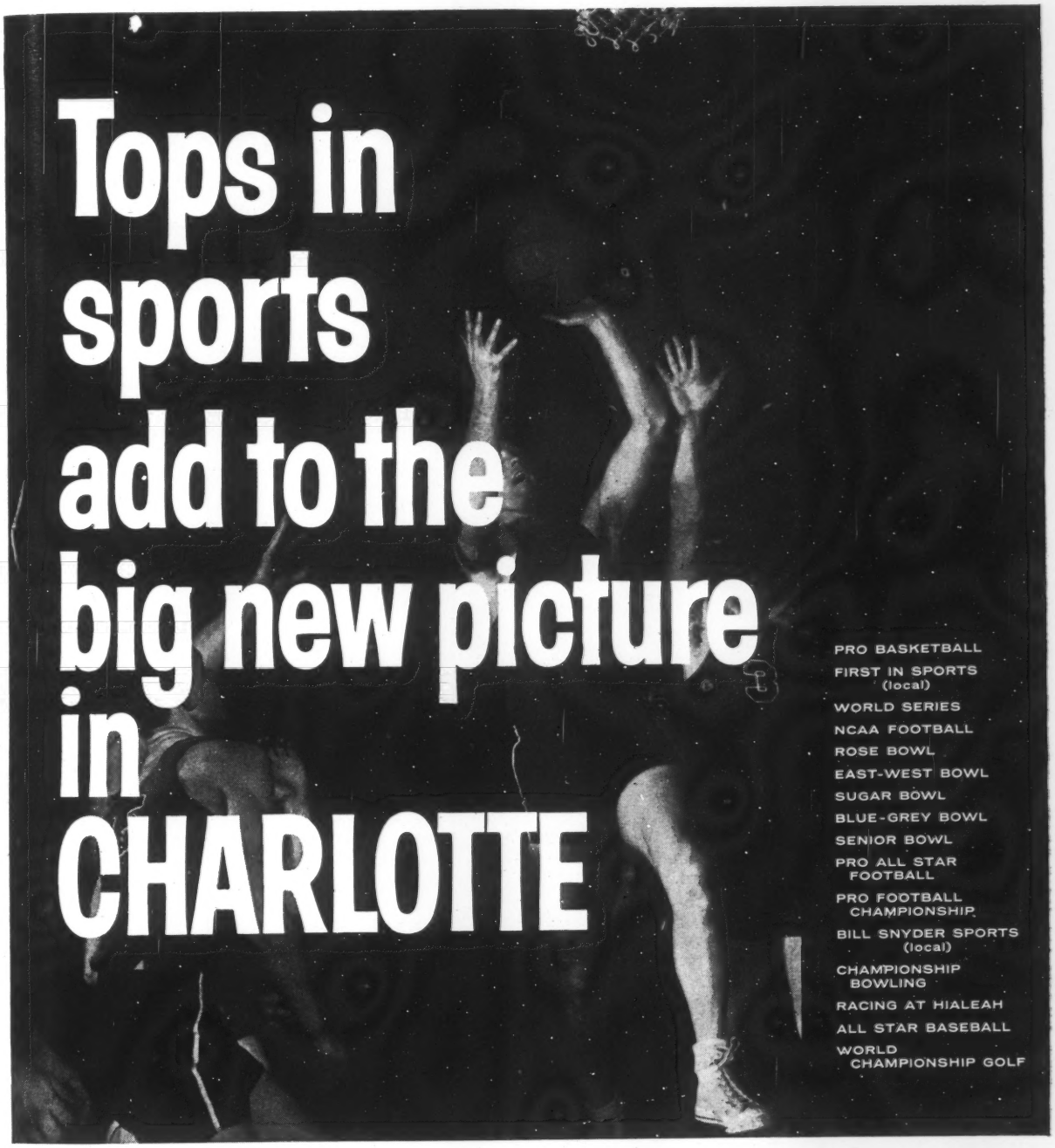
Before the 12-month trial, Patterson Fletcher had been "in and out" of television several years ago and was disappointed. Now the store is convinced, "If you want to use television, we think you have to believe in it thoroughly. I don't think any of us would open a store and then put three ads in the paper and sit back and expect business to come right in and continue to carry on at a good level until we again put in some more ads," Mr. Shirey said. Moreover, he decided "that we should not expect any more miracles from television than we do from a good newspaper ad . . . Television will not sell bad items nor ones that are untimely or incorrect for your constituency or improperly priced."

The store is using television to spotlight important events, Mr. Shirey continued, including storewide sales and regular "bread and butter items." A heavy salvo is planned for a new branch opening March 23.

Being on tv regularly is no picnic, Mr. Shirey was careful to warn listeners. It is very hard work. "We have weekly meetings on Wednesday from 2:30 to 4 or 5 p.m., he explained, "with the group charged with (1) putting on the show for the next week and (2) planning for the following two weeks. We find it necessary to work three weeks ahead." Meeting participants from the store are merchandise people, the advertising manager and the display manager. WANE-TV sends an announcer, production manager, program director and salesman.

In announcing the test last summer, it was agreed that Patterson Fletcher would make its findings available for benefit of other retailers.

New look in IDs • Teddy Snow Crop is appearing for Snow Crop Orange Juice in 10 key markets in New York and New England, March 10 through June. The pitch is in an area where consumption of orange concentrate is figured at the highest in the country and follows test marketing last fall in Omaha introducing a "new process" used for full-bodied juice. The can has been redesigned as well. Snow Crop's agency, Kastor, Hilton, Chesley, Clifford & Atherton, New York, is buying minutes, 20-seconds and IDs throughout station schedules for a grand total of 5,000 spots.



Take the strongest local sports programming in the Carolinas; team it up with the stand-outs of both NBC and ABC. It figures—another winner in the format that's changing things in Charlotte television. Here in America's 25th largest television homes market you can get more for your advertising dollar on WSOC-TV.... One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

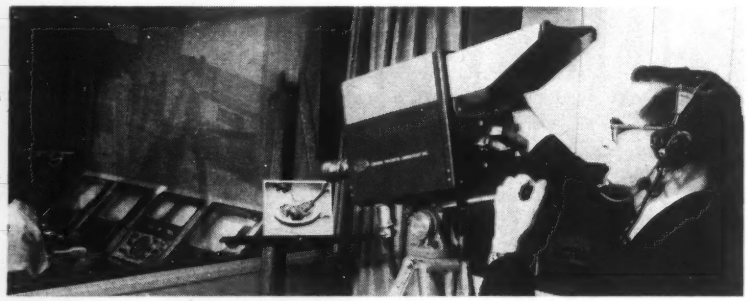
N.W. Ayer opens New York radio-tv facilities

If the New York office of N.W. Ayer & Son had a frequency, it could go on the air. But lacking a spot on the spectrum, this office of the Philadelphia agency will stay in advertising.

Ayer engineers now are working out the last circuit "bugs" from a new tv-radio system that was two years in the planning. It was installed last month as the agency moved into its new quarters occupying the entire 11th floor of Rockefeller Center's latest building still being finished at 1271 Avenue of the Americas. Some 200 on Ayer's New York staff have seen the facilities in action as a closed-circuit "show," premiering a two-camera studio, control room, multiplex projection booth, theatre and adjoining conference rooms equipped with monitors. Executive offices also are connected for closed-circuit reception.

At the new address the Ayer tv-radio department is reunited with account servicing and public relations, which had been in a separate office since 1952. Ayer, now 90 years old, has had a New York office since 1903. Until now the agency rented a studio weekly for casting and preproduction commercial testing.

Steak audition • T. J. McDermott (l), vice president in connection with tv-radio, and George Reese, account executive, check practice shot of a Howard Johnson restaurant steak as seen on an office monitor.



Other end of cable • Connie White, producer of Johnson commercials, shoots a still of the Johnson steak in pre-storyboard test. At controls is Joe Goldstein, technical engineer, one of two IATSE members on staff.

New method for show measurement

Is it just as important for a tv advertiser to know whether his commercial harmonizes with his program as to know his quantitative rating? Does his program really say as much about him in terms of audience reaction as do his announcements?

The Institute for Advertising Research in Chicago thinks so in both cases—and last week buttressed its convictions with a revolutionary move.

IAR announced the development of a new system of evaluating tv shows based on measuring audience reactions and designed to supplement present numerical ratings. It thus extended its present copy test evaluation service to programming with a new television program analysis for advertisers and networks alike, according to James Witherell, executive director.

IAR will make available a qualitative report showing (1) how the show operates as a carrier for the company, product brand and form of commercial involved; (2) the appeal of program characteristics (characters, plot development, opening or close, etc., and (3) differences in appeal based on age, sex, social class, city size and location, if desired. The report is based on personal interviews within the framework of motivational research.

The tv program analysis is designed not only to test the program as a commercial carrier but also to examine how advertisements fit into the time segment —viz., whether spots harmonize in mood, and either bring welcome relief in a tense drama or merely provide "abrupt, annoying interruptions."

Though intended to serve as a guide for the advertiser, the service can also be used to analyze the program itself, individual commercials, spots in relation to the program and how they influence an audience, and progress of commercials and program over an extended period of time.

Network turndowns don't faze Shulton

Shulton Inc. thinks it has an irresistible appeal. George L. Shultz, president of the toiletries firm, still is determined to get the two-part documentary, *Race for Space*, on a network somehow.

After being turned down by all three, Shulton went back last week and knocked on all the doors again, trying to buy two hours for the films. Once again the answer was no. Networks like to do their own public affairs-news material. The toiletries manufacturer bought rights to *Race* from Producer David L. Wolper, who took "best documentary feature" prize at the 1959 San Francisco International Film Festival for the first hour of the pair, "The Missile."

Shulton still believes it can get the show on the air. No one last week would say how, but it is going back for a third round with the networks. So far *Race* has only been seen by private audiences.

Wesley Assoc. is agency for most Shulton products.

• Business briefly

Time sales

Big play • Colgate-Palmolive Co., in reportedly largest single purchase of season on NBC-TV's daytime schedule, and one of largest in network's history, signed 52-week order for five quarter-hours weekly of *Play Your Hunch* (Mon.-Fri. 10:30-11 a.m. EST), starting April 4. The show is a Goodson-Todman production in association with

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one—the Nation's No. 1 market in retail-sales-per-family. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

ON THE SPOT!

WITH THE BEST SPOT BUY from MAINE to NEW ORLEANS

- **WLOB**
  and the Lobster Network Portland and the state of MAINE
- **WARE**
  Ware, Worcester Springfield, MASSACHUSETTS
- **WHIL**
  Boston, MASSACHUSETTS
- **WWOK**
  Charlotte, NORTH CAROLINA
- **WJBW**
  New Orleans, LOUISIANA

Reaching a total population of
OVER 5,730,000
with a buying income of
$6,100,000,000

GET YOUR SHARE!
See your
National Representative

RICHARD O'CONNELL CO.
WLOB, WHIL, WWOK, WJBW

BREEN & WARD CO.
WARE

TARLOW ASSOCIATES

SHERWOOD J. TARLOW, president

NBC-TV. It had not been reported last week which of Colgate-Palmolive's three agencies would handle its order.

Picnic planning • Smith, Hagel & Knudsen, N.Y., is checking radio availabilities in 46 markets for Fonda Container Co., planning a holiday paper plate and cup campaign. The agency wants two-week schedules around Memorial Day and Independence Day, using minute transcriptions scored by Mitch Leigh, president of Music Makers Inc.

Hi Ho Silver • General Mills, Minneapolis, has signed a new contract for *The Lone Ranger* extending through the 1964-65 season. The series has been broadcast for this company's products since the program's inception on tv in 1949. The new contract adds five years to the current pact which expires in September and assures the Jack Wrather Organization, owner of the series, a basic minimum income of approximately $3 million in the next five years from this and other domestic sources. The series is currently on ABC-TV each Sunday at 5:30-6 p.m. and on ABC-TV each Saturday at 11:30 a.m.-12 noon. The shows reach an average of 10 million homes or more than 21.5 million viewers per week, Mr. Wrather said.

Seafood • Booth Fisheries Corp. (seafood products), Chicago, will spend over $300,000 for a Lenten advertising campaign, with approximately $15,000 allocated for radio in selected markets, starting with *Tello-Test* in St. Louis. Agency: Lilienfeld & Co., Chicago.

Bulova in April • Bulova Watch Co., Flushing, N.Y., has set its timepiece for an expected time signal re-entry into spot radio (BROADCASTING, Feb. 1) this spring (probably early in April). Bulova has approved McCann-Erickson's proposal for the time signal package that will bring back "B-U-L-O-V-A, Bulova watch time" on the airwaves after an 11-year absence. The watch company used the technique in radio for 23 years, giving up its franchise as it moved into television.

Fourth lap • American Oil Co. (Amoco), via Joseph Katz Co., N.Y., has picked up sponsorship for fourth consecutive year of CBS Radio's broadcast of the *Florida International Twelve Hour Grand Prix of Endurance* from Sebring, Fla. Reports on progress of the race will be broadcast at regular intervals on Saturday, March 26, network announced. Amoco trophy is awarded to the winner of the race.

Bets on Paar • Elgin National Watch Co., says its commercials on Jack Paar's nightly show on NBC-TV were outstanding in building pre-Christmas sales and dealer enthusiasm. Elgin will underwrite a variety special with Mr. Paar as producer—star on that network, April 26, 10-11 p.m. Also, Elgin plans another two Paar specials next fall. This spring there'll be an increase in Elgin participations in the nightly Paar stanzas. Arrangements for Elgin's specials were made with NBC by the advertiser, MCA and J. Walter Thompson, N.Y.

Dart spots • New York-New Jersey Retail Selling Assn. of Dodge Dealers has announced a 20-week $200,000 ad campaign for the 1960 Dodge Dart. Tv and newspapers will be used by the association of 55 dealers in Manhattan, the Bronx, Westchester, Rockland and northern New Jersey areas. Starting about March 1 a tv campaign of some 2 to 10 spots daily for 20 weeks will be seen on an unannounced number of stations in New York. Spots will reportedly call attention to a dart-throwing contest which will have a Dart car as grand prize. Agency: Cole, Fischer & Rogow, N.Y.

Tv for Muriel • Consolidated Cigar Corp. (Muriel cigars) launching a tv spot campaign in an unspecified number of markets, primarily using night ID's and station breaks. Agency: Lennon & Newell, N.Y.

Spot and network • Peter Pan Foundations Inc., N.Y., plans spot tv drive in five major markets, running some 10 spots per week from mid-March to early June. Also purchased is 13-week spot participation starting in March on ABC-TV's *Who Do You Trust*. Agency: Ben Sackheim Inc., N.Y.

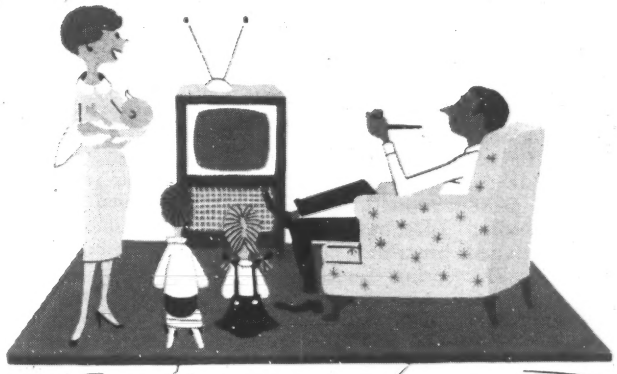
Plymouth buys • Plymouth Dealers Assn. of Southern California is begin-

'Spotlog'

Participating spot announcements are being carried at a rate of more than 300 a week by the three television networks. The bulk of them are on ABC-TV, Broadcast Advertisers Reports said last week in announcing a new weekly service, "Network Spotlog".

BAR said that in the week ended Feb. 4 ABC-TV carried 243 announcements, NBC-TV 63 and CBS-TV 17. The total of 323 promoted 145 brands of 83 companies.

BAR said "Spotlog" was designed for stations and station representatives, who traditionally are sensitive to network activity in the area of participating spots.



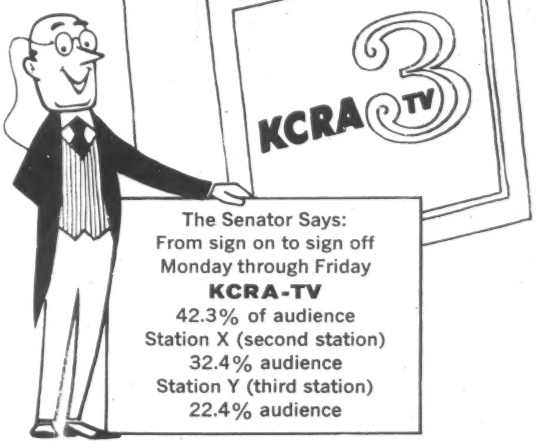
THINGS ARE POPulating IN SACRAMENTO!

HERE IS DRAMATIC PROOF OF KCRA-TV's MARKET VITALITY!

*Based on a 10 year comparison of the country's fastest-growing TV markets! (1950-1959)**

	AVERAGE FOR U. S.	SACRAMENTO MARKET	ABOVE U. S. AVERAGE
POPULATION	Up 16.1%	1959—1,438,800 Up—32.3% since 1950	100%
HOUSEHOLDS	Up 19.6%	1959—447,300 Up—38.5% since 1950	96%
INCOME	Up 51.2%	1959—$2,701,061,000 Up—65.7%	28%
RETAIL SALES	Up—47.9%	1959—$1,797,190,000 Up 39.8%	20%

* Source: Television Magazine



The Senator Says:
From sign on to sign off
Monday through Friday
KCRA-TV
42.3% of audience
Station X (second station)
32.4% audience
Station Y (third station)
22.4% audience

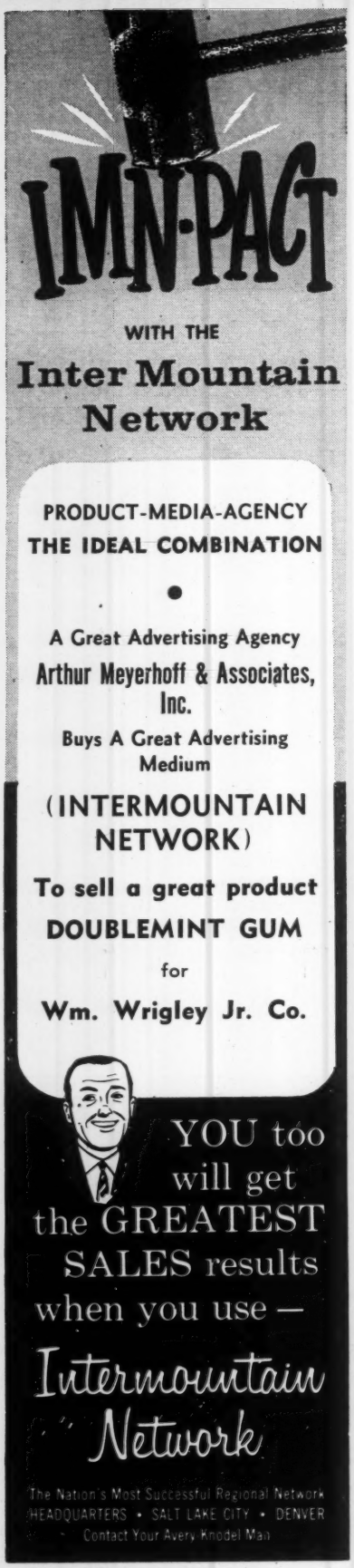
Now in our fifth consecutive year of unquestioned leadership

KCRA-TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



ning a $180,000 spot radio campaign, using stations in Los Angeles, Orange and Ventura counties, through Fuller & Smith & Ross, Los Angeles. One-minute spots, with full orchestra and chorus and specially written music, make up the campaign, which will stress various themes, beginning with Plymouth's prove-it-yourself economy test. Ham Nelson, FSR broadcast director, supervised production of the commercials. This spring campaign is part of year-long advertising by the Plymouth Dealers with an annual budget of over $250,000.

Return Dip • Kelvinator Div. (clothes washers) of American Motors Co., Detroit, resumes tv spot during the second week in March in 65 markets. The campaign is a continuation of week-long runs which started last October. Minutes and 20-second spots are used. The most recent schedule was during January. Agency, Geyer, Morey, Madden & Ballard, Detroit.

News switch • Standard Oil of Indiana, multi-million dollar regional broadcasting client, is dropping sponsorship of *CBS World News Roundup* on WBBM Chicago after 14 years and buying 2-minute newscasts on WGN, that city. According to the company's agency, D'Arcy Adv., the move will gain greater saturation and marketing impact in the Chicago area. Standard Oil is to sponsor news on the half hour, seven days per week, with about 120 commercial minutes as against 12 on the network five - days - per - week newscasts. The package will be for 52 weeks at a cost of approximately $200,000, double what it spent on WBBM. The change will not affect that company's news shows in the rest of its 15 midwestern and Rocky Mountain states distribution area nor its nightly newscasts on WBBM-TV. United Airlines and International Nickel Co. have bought *CBS Roundup*, effective upon Standard Oil's withdrawal at a yet-unspecified date, WBBM reports.

Sub for 'Reporter' • Esso Standard Oil, N.Y., plans a radio spot announcement campaign, probably to start in a few months, in place of its 24-year-old *Esso Reporter*, which was dropped at end of last year on all radio stations except WCBS New York. Program was on 36 stations in 32 markets. At one time in its long career it was in more than 70 markets. Decision to abandon it (except in New York) is understood to have been based in part in belief that radio today puts such emphasis on news that *Reporter* had lost much of the stand-out value it used to have. The decision does not affect television's *Esso Reporter*, currently in 47 markets. Agency: McCann-Erickson, N.Y.

• Union Oil Co., L.A., which a year ago transferred its broadcast advertising from Young & Rubicam, L.A., to Erwin Wasey, Ruthrauff and Ryan in that city, has returned it to Y&R which has continued to handle all print advertising. Union Oil is co-sponsor of play-by-play broadcasts of the Los Angeles Dodgers on a radio network of more than a dozen stations in Southern California, Nevada and Arizona. Also included are broadcasts in Spanish on KWKW Pasadena for the many Latin Americans residing in the greater Los Angeles area.

Agency appointments

• Family Products Div. of Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., appoints BBDO, N.Y., as its agency to handle Bromo-Seltzer effective April 1. The Bromo-Seltzer account, billing some $3 million yearly, had been serviced by Warwick & Ligler which has picked up additional Revlon billing (AT DEADLINE, Feb. 15).

• Jackson Brewing Co., New Orleans, appoints Doherty, Clifford, Steers & Shenfield Inc., N.Y., to handle all advertising for Jax Beer in nine southern states.

• Jewel Tea Co. (227-store midwest supermarket chain), Chicago, appoints Earl Ludgin & Co., that city, effective March 1.

• Vick Products Div. of Vick Chemical Co., N.Y., has named Sullivan, Stauffer, Colwell & Bayles, N.Y., to handle advertising for Vicks Cold Tablets, an account worth some $2 million in yearly billing. It formerly was serviced by Ogilvy, Benson & Mather, N.Y.

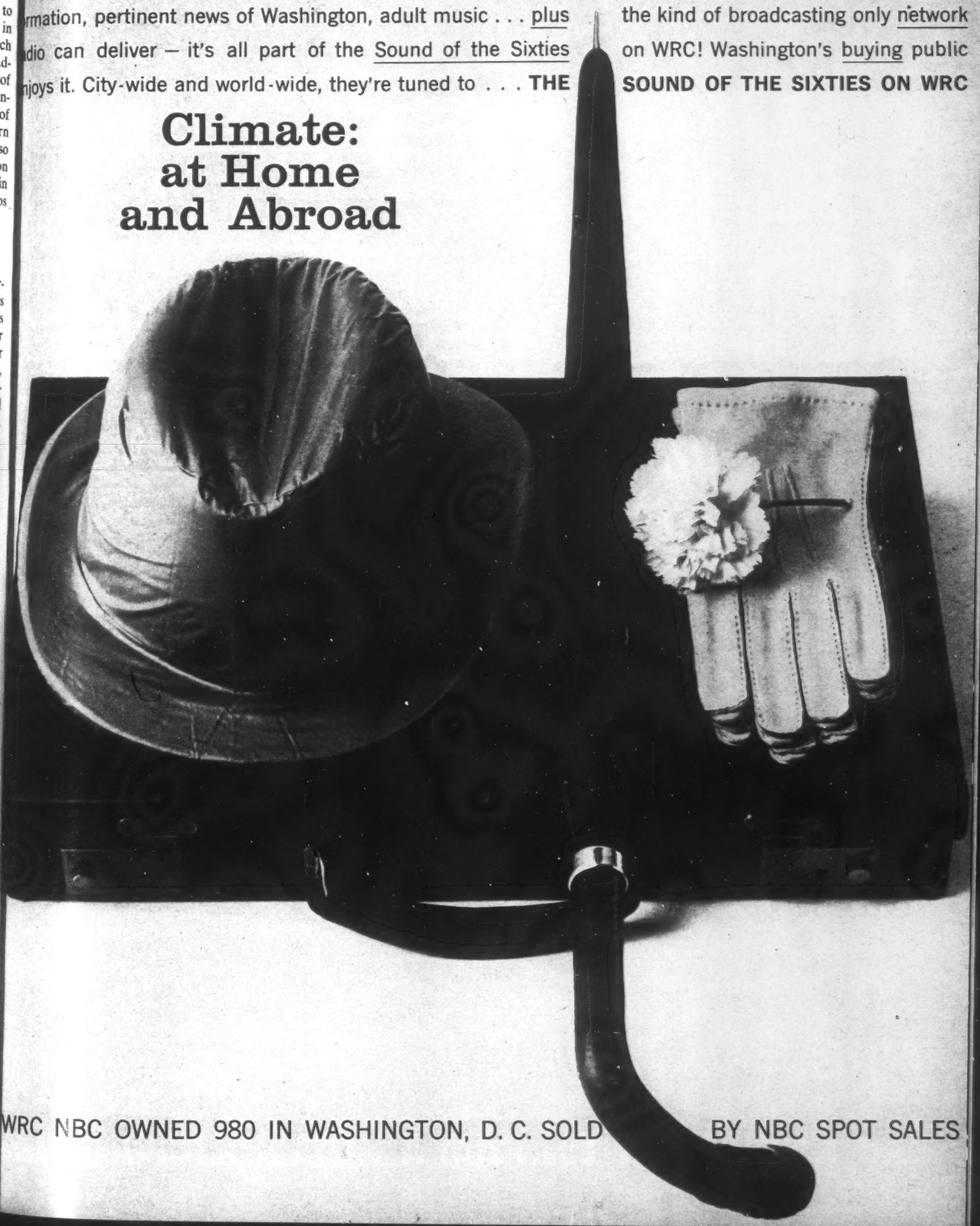
• Myzon Labs, Chicago, appoints Henri, Hurst & McDonald, that city, and its Canadian subsidiary. Myzon uses radio, tv, print and direct mail.

• Twill, a nutritional food supplement used in losing weight, appoints Wyse Adv., Cleveland, for Ohio, Indiana, Michigan and Kentucky. Media plans have not been announced, but Wyse says it expects to increase use of radio, tv, newspapers and direct mail.

• Quaker State Oil Refining Co. of California appoints Gumpertz, Bentley & Dolan, L.A. Kenyon & Eckhardt is Quaker State's national agency. The California subsidiary has not previously retained a separate agency. Campaign plans, budget and media selections are now being determined, according to the agency.

ehind every WRC local, national or international news report—the largest broadcast news organization in e world. Behind every WRC local weather forecast and bulletin, Frank Forrester — one of the nation's remost meteorologists. Emphasis on strong local personalities and services . . . weather and traffic in- rmation, pertinent news of Washington, adult music . . . plus the kind of broadcasting only network adio can deliver — it's all part of the Sound of the Sixties on WRC! Washington's buying public njoys it. City-wide and world-wide, they're tuned to . . . **THE SOUND OF THE SIXTIES ON WRC**

Climate: at Home and Abroad



WRC NBC OWNED 980 IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

ONE STATION STANDS OUT in the SPRINGFIELD MASSACHUSETTS Metropolitan Market

WSPR

Among 7 stations with studios in the Springfield area, WSPR has as great a share of the daytime listening audience as the other 6 stations combined — and keeps on getting more!

(Dec. '59 – Jan. '60 Hooper)

Get All the Facts

Call Hollingbery or Kettell-Carter for rates and availabilities

WSPR

1000 WATTS 1270 KC
SPRINGFIELD, MASSACHUSETTS

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 18-24 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Feb. 18	Untouchables (9:30 p.m.)	ABC-TV	31.2
Fri., Feb. 19	Twilight Zone (10 p.m.)	CBS-TV	22.3
Sat., Feb. 20	Gunsmoke (10 p.m.)	CBS-TV	33.6
Sun., Feb. 21	What's My Line (10:30 p.m.)	CBS-TV	23.9
Mon., Feb. 22	Bob Hope (8:30 p.m.)	NBC-TV	25.1
Tue., Feb. 23	Red Skelton (9:30 p.m.)	CBS-TV	24.5
Wed., Feb. 24	Wagon Train (7:30 p.m.)	NBC-TV	27.8

Copyright 1960 American Research Bureau

WORLD SERIES RADIO-TV PACT

Rights cost Gillette $3.75 million yearly

Gillette Safety Razor Co. and NBC have tied up broadcast rights to the World Series through 1966.

Beginning in 1962 it will cost the sponsor $3.75 million a year for a package containing the World Series and one All Star Game. At present Gillette is spending $3.25 million a year, plus $250,000 for the second All Star Game, inaugurated last year. Rights to any second All Star matches have been optioned under the new contract and will cost extra, bringing the yearly fee to $4 million or more.

The announcement was made last week by Baseball Commissioner Ford Frick at a news conference in Clearwater, Fla. A. Craig Smith, vice president of Gillette, and Tom Gallery, NBC sports director, were present.

There was speculation at the time of the announcement that perhaps NBC and Gillette could work out their differences about continuing the *Friday Night Fights* beyond June. Both sides denied that extending the World Series deal could affect their positions on the fights. Gillette wants to go on with the fights on the current 52-week basis. But NBC has been reported ready to drop them after spring.

Gillette has sponsored the World Series on radio and tv since 1939. NBC-TV has had the event since the first series telecast in 1947. NBC Radio, which has broadcast the series for Gillette the last three years, is included in the new pact. The old one covers 1957 through 1961.

The first Gillette-backed radio Series in 1939 cost $100,000 and sold 2½ million razors. Since then Gillette has been heavily committed to sports broadcasting, concentrating in recent years on baseball, bowling, boxing, football and horse racing.

Maxon Inc., Detroit, is Gillette's advertising agency.

Modess' further buys hinge on test results

Personal Products Corp., currently sponsoring a weekly program for Negro women on 33 stations, on behalf of Modess sanitary napkins (BROADCASTING, Feb. 8), apparently is waiting for full results from its 13-week purchase before entering additional markets. Emanuel Glucksman, producer of the show, *At Home With Alma John*, indicated last week that listener response has been good, but "we will see how it goes for the 13 weeks" before adding more stations.

BROADCASTING's Feb. 8 story attributed to Mr. Glucksman a statement that attorneys for Personal Products had received "approval" of the commercial from both the FCC and the FTC. BROADCASTING has since learned that it was Mr. Glucksman's own attorney who had approached the federal agencies on the commercials, and that although they found no legal objections, they did not "approve" them. Neither agency approves or disapproves commercials in advance of broadcast.

• Also in advertising

New office • Campbell-Mithun, Inc., Chicago and Minneapolis advertising agency, has opened an office in Baltimore. The new facility will service the eastern division of the Hamm Brewing Co. and will be headed by Robert Preston. Jim Saunders will handle the tv and radio production, including the Baltimore Orioles broadcasts, to be sponsored by Hamm's.

Balance sheet • Needham, Louis & Brorby, Chicago-based agency, had total billings of $38,430,044 and a net profit of $248,538 in 1959.

The figures, announced at the annual employe meeting by President Maurice H. Needham, include the highest billings in the agency's 35-year history, with increases for the ninth straight year. Profits were up 22% over those for 1958.

NTA's "THE PLAY OF THE WEEK"

NOW AVAILABLE ON A MARKET-BY-MARKET BASIS

FEDERAL CONTROL ISSUES HEARD

NAB-state broadcasters' conference tackles industry problems

The spectre of federal program control within a year hovered last week over NAB's third annual meeting of state broadcast associations.

Forty-six states and Puerto Rico were represented at this Washington conference, held Feb. 24-25 by NAB to bring "grass-roots support" at what President Harold E. Fellows described as a critical moment in broadcast history.

Two days of speech-making and discussions included:

• A charge by FCC Chairman John C. Doerfer that the House Oversight Subcommittee's program-control legislative proposals "are definite threats to the American concept of freedom of expression for mass media." (Story page 50.)

• A defense by President Fellows of NAB's abandonment of the original Justin Miller doctrine of First Amendment protection against FCC entry into program regulation (see details page 48).

• A call for participation in the NAB code structure (tv code and radio standards) as a way of demonstrating to Congressional and bureaucracy advocates that self-regulation really works.

• Adoption of a resolution suggesting station contracts specify that advertisers and agencies are conforming to code provisions.

• Calls from Comr. Robert E. Lee and civil defense officials for support of communications projects designed to save lives in case of enemy attack—

State delegates in capital • Forty-six states and Puerto Rico were represented at third annual NAB Conference of State Association Presidents, held Feb. 24-25. They heard solemn warnings of regulatory and legislative troubles ahead and discussed local aspects of broadcast problems.

Row nearest camera (l to r)—Cecil Woodland, WEJL Scranton, Pa.; Carlo F. Zezza, WCFR Springfield, Vt.; Elby Stevens, WFST Caribou, Me.; Joe M. Leonard Jr., KGAF Gainesville, and Jim Hairgrove, KBRZ Freeport, both Texas; Bruce W. Dennis, WGN Chicago; Thomas G. Pears, KVOL Lafayette, La.; Mig Figi, WAUX Waukesha, Wis.; Charles B. Brakefield, WREC Memphis; Joseph M. Higgins, WTHI Terre Haute, Ind.

Second row—Tom Johnson, KTOK Oklahoma City; Leslie Golliday, WEPM Martinsburg, W. Va.; Lawrence A. Rollins, WSIR Winter Haven, Fla.; Ralph N. Edwards, WWGS Tipton, Ga.; Ray Johnson, KMED Medford, Ore.; Al Ross, KGEK Sterling, Colo.; Paul A. Loyet, WHO Des Moines, Iowa; Gene Shumate, KRXK Rexburg, Idaho; Jack Gilbert, KHOL-TV Kearney, Neb.; J. Francke Fox Jr., WHLN Harlan, Ky.

Third row—Virgil A. Parker III, KRSN Los Alamos, N.M.; Thomas P. Chisman, WVEC-AM-TV Hampton, Va.: John C. Cooper Jr., WJRD Tuscaloosa, Ala.; Walter C. Johnson, WTIC Hartford, Conn.; Ventura Lamas Jr., WKAQ San Juan, P.R.; Milton E. Mitler, WADK Newport, R.I.; Kermit L. Richardson, KBOK Malvern, Ark.; Dale Moore, KCAP Helena, Mont.; Roy Marsh, KRAL Rawlins, Wyo.

Fourth row—Frank B. Estes, WKXL Concord, N. H.; Herbert L. Krueger, WTAG Worcester, Mass.; Donald D. Sullivan, WNAX Yankton, S. D.; Harvey C. Smith, WDEL Wilmington, Del.; Leslie E. Maupin, KLPM Minot, N. D.; C. E. Breazel, KCMO Kansas City, Mo.

Fifth row—Robert T. DeHaven, KYSM Mankato, Minn.; Paul Adanti, WHEN Syracuse, N. Y.; James W. Wallace, KPQ Wenatchee, Wash.; Harold B. McCarley, WBLE Batesville, Miss.; Elmer A. Knopf, WFDF Flint, Mich.; Robert R. Hilker, WCGC Belmont, N. C.

Sixth row—Jason T. Pate, WASA Havre de Grace, Md. (includes D. C.) and John L. McClay, WJZ-TV Baltimore; Edward L. B. Osborne, WBCU Union, S. C. (Louis M. Neale Jr., WBEU Beaufort, S. C., not in photo); Francis J. Matrangola, WCMC Wildwood, N. J.; Thomas Chauncey, KOOL Phoenix, Ariz.; Thomas P. Bashaw, KFH Wichita, Kan.; Thomas A. Rogers, WCLT Newark, and Carlton S. Dargusch Jr., Columbus, both Ohio; Richard P. Hogue, KXTV Sacramento, Calif.

"THE PLAY OF THE WEEK"

For the most lauded and applauded series on television...39 Great Plays...each almost 2 hours long...with towering performers, top directors, brilliant playwrights on "Living Tape" or Film Recording.

Wire, Phone, Write

Harold Goldman, Executive V. P., NTA,
250 No. Canon Drive, Beverly Hills, Calif., CRestview 4-8781

Walt Plant, Mid-West Div., NTA,
612 No. Michigan Avenue, Chicago, Ill. MIchigan 2-5561

Berne Tabakin, West Coast Div., NTA,
250 No. Canon Drive, Beverly Hills, Calif., CRestview 4-8781

E. Jonny Graff, East Coast Div., NTA,
10 Columbus Circle, New York, N. Y., JUdson 2-7300

NTA

A subsidiary of National Theaters and Television, Inc.

Conelrad, for example.

In a way, the NAB-sponsored meeting was a trial run for the annual industry convention to be held April 3-6 in Chicago.

President Fellows delivered the keynote address, pointing to the solemnity of the Washington predicament confronting broadcasters. Key NAB staff executives followed with detailed accounts of Congressional, regulatory and miscellaneous efforts to harness broadcasting with assorted government controls. These were classed as opportunistic attempts to take advantage of quiz-rigging and payola publicity.

"Our lives are in the balance," President Fellows said during the final afternoon's discussion. "We must demonstrate that self-regulation under the code structure is effective."

Answering a state association official who felt the radio standards are outmoded in their commercial time limits, Mr. Fellows asked, "Do you want the government to write the codes? Do you think you would get three minutes commercial time in a quarter-hour under a government code?" Then he added, "A minority who run shoddy operations are spoiling it for the rest of the industry."

A dozen staff executives from NAB headquarters took part in discussions held at the annual Voice of Democracy Awards luncheon. Howard H. Bell, assistant to the president, presided. Staffers included Thad H. Brown Jr. and John F. Meagher, respective tv and radio vice presidents; Douglas A. Anello, chief counsel; Charles H. Tower, economist-broadcast personnel manager; A. Prose Walker, engineering manager; Vincent T. Wasilewski, government relations manager; John M. Couric, public relations manager; Richard M. Allerton, research manager; Everett E. Revercomb, secretary-treasurer; William Carlisle, station relations manager; Edward H. Bronson, tv code director, and Harry H. Ward, assistant director.

Mr. Fellows pointed to the horrors facing broadcasting and the nation as a whole if self-regulation is a failure. Referring to the "temptations" that now beset Uncle Sam as moves for program control are heard in Washington, he said, "Uncle Sam is a great old guy, but he'd be a mighty poor program director."

What Difference • He added, "What difference will it make a hundred years from now? Well, the same difference it made over 200 years ago—when John Peter Zenger went to jail to preserve freedom of the press. The difference it will make is that some itinerant Castro or Khrushchev or Tjito or Hitler will not be the licensee of the station you now operate, and your free listeners and viewers their helpless subjects."

Mr. Fellows said the year 1960 "offers the greatest opportunity that broadcasters probably have ever had to prove the workability and the desirability of self-regulatory processes. In recent weeks, he reminded, there has been a tremendous revival of interest on the part of broadcasters, in the Radio Standards of Good Practice and the Television Code. "Self-regulation in this and any other professional pursuit must feed upon the sincere desire of the participant toward improving performance, and not be moved alone at the instigation of government inquiry," he commented.

Recalling the FCC hearings on its authority over broadcasting, he said there has been "some confusion about the precise position the NAB took" (Broadcasting, Feb. 1). He ascribed this in part to "the manner in which the hearings themselves were reported by some publications" and in part to "the fact that there appeared to be some inconsistencies between my direct testimony and my cross-examination." (See story page 48.)

Shortly after the state meeting opened, a resolution was offered expressing approval of NAB's position on the FCC's authority over programming. This was tabled for the time being. An hour later another resolution, adopted unanimously, deplored abuses of public trust "on the part of a few." It regretted adverse results and specified the 47 state delegates oppose any action "which would result in supervision or control by government of radio and television programming." The resolution pledged support of industry self-regulatory efforts, including the tv and radio codes.

Two other resolutions were adopted. They (1) suggested state presidents recommend to member stations inclusion in contracts of conditions requiring advertisers and agencies to state they are conforming to the radio and tv codes, and (2) commended NAB's efforts to strengthen the state association structure and to promote liaison between state groups and the national association.

WNEW, tv networks get brotherhood award

The 1960 Brotherhood Awards in radio-tv went to WNEW New York and the three television networks for "outstanding contributions to the cause of brotherhood". The National Conference of Christians and Jews conferred honors on all media at a New York Brotherhood Week luncheon Feb. 18. The awards were in recognition of work done in 1959.

Winners of the National Brotherhood Award in radio and television were: WNEW's *News Closeup*, for its two programs "The Brownsville Tenement Fire, July 28th" and "The Integration of the Glendale Schools"; ABC-TV's documentary program *The Splendid American*; NBC-TV's telecast *For White Christians Only*; CBS-TV's *Armstrong Circle Theatre* for its production of "35 Rue du Marche"; and for its *The Lost Class of '59* produced by Edward R. Murrow and Fred W. Friendly.

New Mexico youth wins Voice of Democracy

Fifty-one state and territorial winners in the 13th Voice of Democracy broadcast script contest were Washington guests of industry sponsors last week and attended the annual awards luncheon. National winner was Richard J. Smith, 16, of Albuquerque, N. M., who received a $1,500 scholarship.

FCC Chairman John C. Doerfer presented the award to the winner. Dr. Lawrence G. Derthick, U. S. Commissioner of Education, introduced the 51 state winners. Luncheon speaker was Rep. Daniel K. Inouye (D.-Hawaii).

Sponsoring the contest are NAB, Electronic Industries Assn. and state broadcaster associations in cooperation with the Veterans of Foreign Wars. Delegates attending the annual conference of state broadcasters' associations were guests at the luncheon (see state story, page 44).

Weathercaster seals

The American Meteorological Society, Boston, has presented its newly-established seal of approval to 15 tv and 6 radio weathercasters. The seals are awarded on a basis of informational and educational value, audience interest and professional attitude. The society's professional members within the local area of the applicant in addition to board members participate in rating the applicant's weather program. Prof. Kenneth H. Jehn of the U. of Texas and KTBC Austin is chairman of the society's board on radio and television. The first seals of approval have been presented to:

Seal of approval for Television: Milton F. Barlow, WTIC-TV Hartford, Conn.; Cecil C. Carrier, KTBH-TV Wichita, Kan.; Warren A. Culbertson, WBKB (TV) Chicago; Robert T. Freeman, WKY-TV Oklahoma City; Robert L. Hendrick, WTIC-TV; Charles L. Hosler, WFBG-TV Altoona, Pa.; George M. Howe, WTIC-TV; Donald E. Kent, WBZ-TV Boston; Peter M. Kuhn, WHA-TV Madison, Wis.; Roy L. Leep Jr., WTVT (TV) Tampa, Fla.; James M. Macdonald, WTIC-TV; Frederick P. Ostby, Jr., WTIC-TV; Milton A. Strauss, WISC-TV Madison, Wis.; Gordon B. Weir, KRCA-TV Hollywood, Calif.; Joe H. Wolters, WSFA-TV Montgomery, Ala.

Seal of approval for Radio: Milton F. Barlow, Albert E. Boyer, Jr. Robert L. Hendrick, George M. Howe, James M. Macdonald, Frederick P. Ostby, all WTIC Hartford, Conn.

Good Grip on the Market

The **Ralph Nelson Show** on WELI, New Haven, 1:30-6 p.m. Sunday through Friday, is a welcome, friendly, music and news session that treats people as human beings, and has won a remarkably responsive audience throughout New Haven County and Eastern Long Island. People write Ralph: "We feel we know you". Each day's show is another opportunity for Ralph to "keep people company".

Be a **Ralph Nelson** sponsor! Sell the largest radio audience in New Haven County and Eastern Long Island! There's more business on BIG WELI!

WELI

New Haven, Conn.
5000 watts 960 kilocycles

National: H-R Representatives, Inc.; Boston: Harry Wheeler

HOW BIG A CHANGE IN NAB POLICY?

None, says Fellows now, but his new version differs from his testimony on FCC program inspection at hearings a month ago

Just where *does* the NAB stand on the question of FCC surveillance of programming?

Harold E. Fellows, NAB president, spent a day answering that question before the FCC at its programming hearings last Jan. 26.

Last week he felt the need to clarify his testimony because there had been "some confusion" about the position that the NAB took before the FCC. In a speech to presidents of state broadcasters associations (story page 46), Mr. Fellows said that part of the confusion was created by "the manner in which the hearings themselves were reported by some publications" and part by what "appeared to be some inconsistencies between my direct testimony and my cross-examination."

No publication gave more thorough coverage to the FCC hearings and to Mr. Fellows' testimony than BROADCASTING. In further application of the magazine's policy of complete reporting, Mr. Fellows' clarifying remarks are presented below. And that report is followed by pertinent extracts from the transcript of Mr. Fellows' testimony—which still stands as the official position of the NAB before the FCC.

—The editors.

THE audience that Mr. Fellows chose for his latest statement of NAB policy comprised heads of 46 state associations of broadcasters and one territorial association (Puerto Rico) who met in Washington last week. Here is what Mr. Fellows said:

"There has been some confusion about the precise position that the National Assn. of Broadcasters took before the Federal Communications Commission in these hearings, a part of this confusion growing out of the manner in which the hearings themselves were reported by some publications and a part emerging from the fact that there appeared to be some inconsistencies between my direct testimony and my cross-examination. This is as good a place as any, before broadcasters who have come to this city from the far reaches of the nation, to reiterate our position once and for all.

"Here is the position that we at the National Assn. of Broadcasters took about this matter of program surveillance or direction or administration or intrusion, whatever you want to call it.

"We told the Commission that we felt that the requirement that broadcasters, either in the original application or in the application for renewal, should set forth in percentages the categories of programs they promised to broadcast to their audiences represented an intrusion bordering on censorship.

"We said that we felt such percentage requirements should be eliminated from the original application and the application for renewal.

"We said we believed that the idea of promise and performance implicit in the procedure now ostensibly pursued by the licensing authority suggested not only prior restraint, but also subsequent punishment, and thus constituted a potential abridgement of the First Amendment.

"We said we believed that satisfaction of the public interest, convenience, and necessity as required in the law enabling the licensing of broadcasting stations is the clear responsibility of the licensee himself.

"We said, in effect, that we felt that about 5,000 broadcasters resident in the communities of their own interest throughout the nation are better qualified to determine what programming was to go on the air to satisfy the needs and wants of their audience than a Government body of seven men—or any other body located in Washington or any other central place.

"We said, by way of implementation, that we felt that the Commission could ask the broadcaster—and remain within the law—to file with the Commission at the time of renewal of his license a narrative statement reporting to the Commission how he had consulted the public interest during the course of the preceding three years.

"In narrative form, the broadcaster would indicate the nature of his participation in the civic life of the community in which his station is located. Upon this he would predicate his evaluation of the wants and needs of his audience. This evaluation would determine his program policies. The particular format he would employ would be the result of his own judgment. The

The witness • Harold E. Fellows, NAB president, is shown here as he testified before the FCC at its programming hearing Jan. 26. Douglas Anello, NAB chief counsel who reportedly had a strong hand in shaping the current NAB policy on government authority over broadcasting, is partially shown at left. Mr. Anello sat at Mr. Fellows' side during the FCC presentation.

Commission, therefore, would not consider individual programs or categories of programs in granting or denying a license other than those that would clearly violate existing laws. Rather, it would be judging a licensee on the basis of his responsible service to a responsible portion of his community as determined by that licensee.

"If, in its review of such narrative reports, the Commission should find no evidence of a bona fide effort on the licensee's part to respond to the wants of a responsible element of the community, then there would arise such question concerning the licensee's character that the Commission should investigate the matter further.

"This was the burden of what we said, although it took 15,000 words to make the point.

"Among those words were these:

"(1) 'Any broadcaster who would defy the public interest by condoning such practices (as "payola" and "quiz rigging") deliberately would not stand the test of public responsibility which we are recommending.'

"(2) 'In effect, what we have said here is that we believe the government should stay out of programming per se—that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace.'

"(3) 'We do not believe that new rules are needed by the Commission to satisfy itself with respect to the licensee's sense of responsibility in meeting the public interest. A narrative report, as we have suggested, should give the Commission a clearer idea of the broadcaster's seriousness of purpose than now is available—and obviate the recurrent temptation to censor, or to supervise, if we might put it in softer language.'

"(4) 'We believe the Commission should abandon the idea of reviewing "performance" insofar as such review concerns itself directly with program content.'

"(5) 'The First Amendment states not only a fundamental principle of law but also a fundamental philosophy representing the thinking of the public of this country. We believe that there is general agreement on the fact that, legalistics notwithstanding, the basic philosophy of this country is that even if government could regulate programming, it should not.'

"This states as clearly as we know how to state it the feeling of the National Assn. of Broadcasters that the federal government should stay out of programming in American broadcasting. . .

"Have we said anything new here? No indeed, we have not. We started taking this position as an association at least 30 years ago, when the first struggling efforts were made to establish a system of self-regulation in radio broadcasting. We have maintained consistently, before the Congress and the Commission and before other interested government bodies and private groups, ever since that time, that the intrusion of government into programming is a terrifying dangerous experiment, with unusual possibilities of damage to the public interest.

"Mark Ethridge said it in 1941, at a convention of the National Assn. of Broadcasters held in St. Louis, when a former chairman of the Federal Communications Commission, James Lawrence Fly, made that famous reference to us as 'a dead mackerel in the moonlight.'

"Neville Miller said it back in 1943.

"Judge Justin Miller said it in commenting on the Bluebook, that abortive endeavor by a few ambitious people at the Federal Communications Commission to get into the business of program direction. That was in 1947. He said it again in 1952, during hearings on Capitol Hill.

"And I said it again, a few weeks before this meeting, when I appeared before the Federal Communications Commission."

MR. FELLOWS' identification of present policy with that of Justin Miller's time was not as apparent in his testimony before the FCC as it was in his speech last week.

In his prepared testimony he said that although the FCC could not control or scrutinize programming "per se," the NAB felt it proper for applicants to submit narrative reports on general performance in seeking new grants or license renewals (BROADCASTING, Feb. 1). This struck the FCC hearing attorney and some commissioners as a deviation from the association's former stand.

In questioning Mr. Fellows after he finished reading his prepared statement, Ashbrook Bryant, FCC attorney, tried to find out how the new NAB position compared with positions the association had taken in the past.

Mr. Bryant quoted this NAB testimony, by an unnamed witness, at congressional hearings in 1934: "It is the manifest duty of the licensing authority, in passing upon applications for licenses or the renewal thereof, to determine whether or not the applicant is rendering or can render an adequate public service. Such service necessarily includes the broadcasting of a considerable proportion of programs devoted to education, religion, labor, agriculture, and similar activities concerned with human betterment."

Mr. Fellows said that statement differed from the current policy.

The Miller Doctrine • Mr. Bryant then quoted from testimony by Justin Miller, then president of the NAB, before the Senate Commerce Committee June 17, 1947. Mr. Bryant read these two questions by Sen. Wallace White, who was chairman of the committee at the time and these two answers by Judge Miller:

Sen. White asked: "I would like to have your view as to whether, in reaching a conclusion as to the public service or the want of public service being rendered, the regulatory body has a right to look at the programs and has any control whatsoever over the programs they send out."

Judge Miller answered: "I think it has not."

Sen. White asked: "So you would say that the quality of the programs has nothing to do with the question of whether a public service is being rendered or is not being rendered."

Judge Miller said: "I do. Unless it goes so far as to constitute an obscenity* or incitement to crime or something like that which is well within the limits which have been placed upon the freedom of speech generally."

In Between • Mr. Bryant noted that the position taken by Judge Miller in 1947 was markedly different from that taken by the association in 1934. He said to Mr. Fellows: "I gather that the position you are stating here today is somewhere midway between those two views."

Mr. Fellows said: "I think I stand just as Judge Miller stood in that statement, sir." Then he added: . . .

"We do not say that the Commission has no right to investigate the programming content of any station. We start by saying that before the man is given a license or a renewal that he should state what manner he has pursued in attempting to determine the public interest, convenience and necessity, the wants, the needs of that particular community which he chooses to serve or to continue to serve.

"Then he states the manner in which he proposes to meet these wants and desires; or, if he is then up for renewal, he proposes the manner in which he has met them . . .

"I cannot see how it [the FCC] can properly determine whether or not the man has met the public interest, convenience and necessity, unless it concerns itself with his overall program structure . . ."

Almost, Not Quite • A clearer distinction between the NAB position described by Mr. Fellows and the position taken formerly by Judge Miller was sought, later the same day, by FCC

*In the transcript of the FCC hearings the words "an obscenity" were incorrectly reported as "a vicinity."

Comr. T.A.M. Craven.

"As I understood your response to Commission counsel," said Mr. Craven, "you adopt the legal philosophy expressed by Justin Miller when he was president of the NAB?"

Mr. Fellows said: "Commissioner Craven, basically, when he read the philosophy, I am entirely in agreement with one point, the first part of that. The second portion of what he read stops me. There is a question there. I think this is in the questionable area."

Mr. Craven asked no other questions.

Here are some other comments that Mr. Fellows made in response to various questions put to him by Mr. Bryant:

". . . I do not advocate the doing away with logs, or the doing away with the Commission's access to the entire program content of any given facility in any way, shape or manner . . . I am simply insisting and trying my very best to see that I do not get involved in any statement or any answer to you that diverts one iota from the position that the Commission should not be concerned with the individual program content of a station."

". . . Now, I do say, sir, in somewhat the same manner, that the Commission should have access to this man's complete program structure, because I do not see how else they can determine whether or not this man has completed his job in the public interest, convenience and necessity."

Interim Reports • When FCC Comr. Robert Bartley questioned Mr. Fellows, the question of three-year license periods came up. Mr. Bartley said he thought the period was an "awful long

Hands off programs, says Doerfer

Chairman Oren Harris (D-Ark.) and the House Oversight Subcommittee pose a threat to free speech in their program-control ideas, according to FCC Chairman John Doerfer.

Addressing the NAB-sponsored Conference of State Association Presidents Feb. 25, Chairman Doerfer "respectfully" disagreed with the subcommittee program proposals. He disagreed, too, with some of NAB's new ideas about how far FCC regulation should go.

His address to the NAB forum indicated he would not go as far as President Harold E. Fellows in permitting FCC review of station programs and overall program balance, judging by Mr. Fellows' direct testimony and cross-examination during the hearings.

The FCC chairman found grave danger to democratic freedoms in some of the Oversight Subcommittee's legislative recommendations as well as some of the ideas submitted during FCC's recent program hearings. (See analysis of President Fellows' hearing testimony and his Feb. 24 address to state presidents, page 46.)

Rule of Reason • Chairman Doerfer's first observations on the current broadcast crisis since his return from a Florida rest were based on his belief that "reasonable measures" should be adopted to prevent deception in broadcasting. But he took direct issue with charges of "widespread corruption" in broadcasting, calling them "canards and gross exaggerations."

Naturally there can be no valid objections to laws making deception of viewers or listeners or quiz-rigging a criminal offense, he said, explaining this would not increase FCC's load but might make work for the courts and Dept. of Justice. He recalled that the Commission had proposed a fraud law last Feb. 10 (BROADCASTING, Feb. 15) and also had issued proposed rule-making designed to prevent such deception.

Chairman Doerfer reiterated his proposal that the Communications Act should be amended to authorize sanctions less severe than total revocation of license as punishment for wrongdoers, contending destruction of thousands or million of dollars in broadcast properties is too tough a penalty in cases where a fine would be suitable punishment. He said the revocation remedy remains

FCC CHAIRMAN DOERFER
Wants free speech

for "recalcitrant licensees" who persist in fraudulent practices.

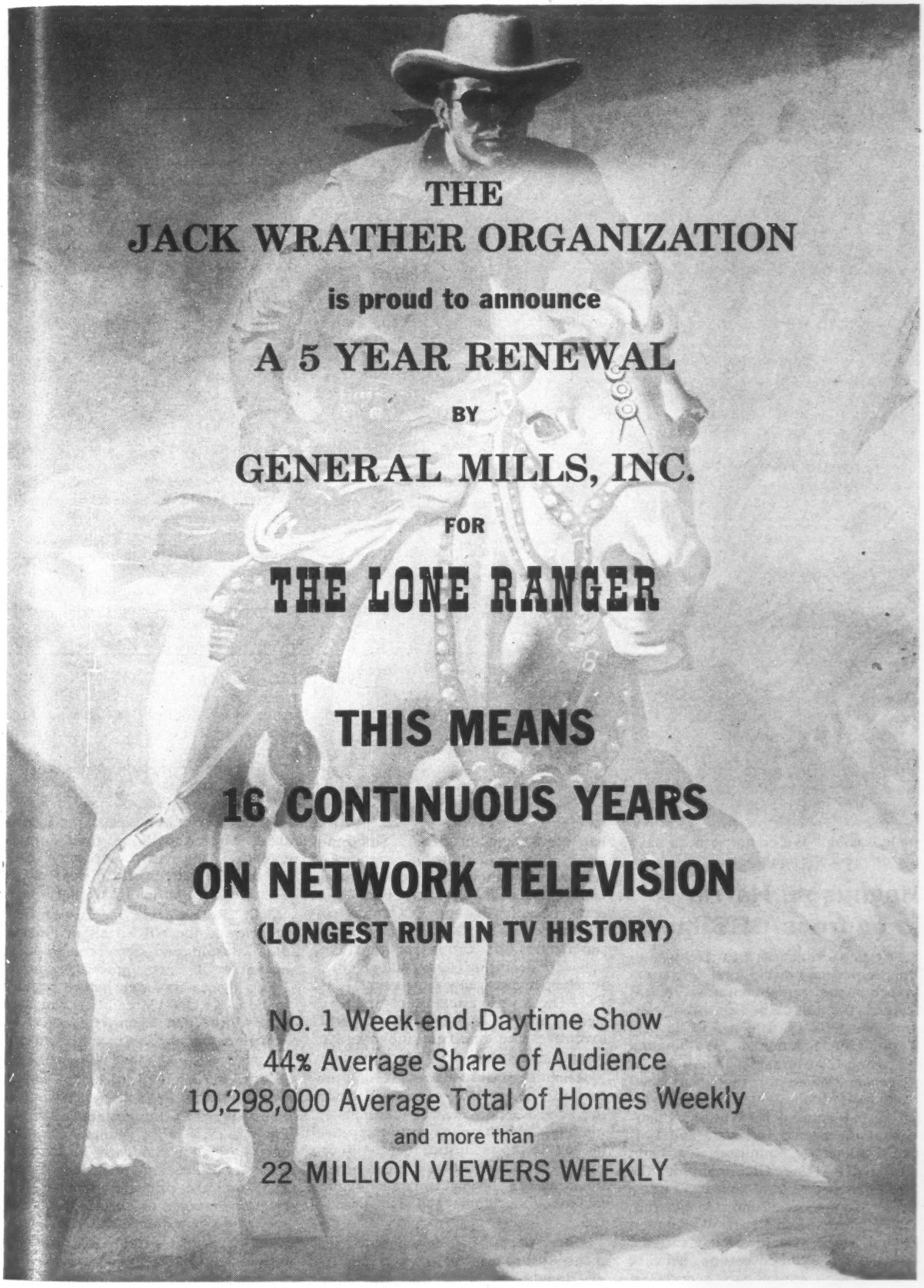
The Major Threats • The chairman listed these proposals involving threats to free speech that the Commission "is going to be asked apparently to ascertain and enforce": various concepts of program balance; consideration of the character of individual programs or a series of programs (other than those violating specific laws); local hearings prior to issuance of license or renewal; FCC monitoring of programs to the extent necessary to determine whether program balance is in the public interest; hearing in the case of a sale, transfer or assignment of broadcast facilities proposed "within the period of three years after the issuance of a license."

While conceding he doesn't like some broadcast service, he pointed out that "the means suggested of correcting these deficiencies are wholly at variance with the underlying fundamentals of a truly democratic form of government."

Risks and Rights • It's basic in the American form of government, Chairman Doerfer explained, to admit "that human fralities will exist, that an occasional criminal will escape, that competition cannot be without some harms in some of its aspects, that there are some mortal dangers inherent in the use of our highways and in the freedom of expression in print, on the stage, in the pulpit or in the air."

But he explained "these shortcomings have been weighed against the greater and more paralyzing evil —government paternalism, then bureaucracy and ultimately the autocracy of a benevolent despot or irascible dictator. In that order, the paths to oblivion for a freedom-loving people are inevitable. That's the price you pay."

Chairman Doerfer said those who want the government to place "a heavy finger in the balance of conflicting public interest are the same ones to decry the majority public taste as being a sort of an obnoxious lowest common denominator." He said in the long run basic American concepts produce "more good men to provide for more benefits for more of the people than any other system."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time" for an applicant to look ahead in presenting his program plans, and Mr. Fellows said he didn't think it was long enough.

Said Mr. Bartley: "Do you think he could project his concept of what he plans to do in the public interest longer than three years ahead?"

At that point Mr. Fellows struck a new note.

"There is one phase of this which has not been brought out in testimony before," said Mr. Fellows. "We have toyed with the idea that a man who has declared himself as to what he is going to do, how he is going to try to serve this community of his, if he departed to any great degree from the nature of broadcasting which he intended in the first place, he should notify the Commission of his intent and should bolster or explain why he changed from popular music to classical, or from classical to rock and roll, or whatever it might be, and that in any event, at the end of three years when he came up for renewal, he should then explain thoroughly and you should expect him to explain thoroughly why his program content, as indicated by what you're looking at, seems to have changed materially from that which he talked about when he came in."

Summing-Up • FCC Comr. Frederick Ford led Mr. Fellows through a series of questions and answers in which Mr. Fellows agreed that the FCC had the authority to make an applicant submit evidence that he has met the public interest by his performance and that there is a concept of program balance which can be met if a broadcaster makes a conscientious effort to discover and satisfy the public interest in his community "program-wise."

Then Mr. Ford closed his questioning by saying: "We do not seem to have any difference. Thank you."

Magnuson, Harris to address CBS meet

Television broadcasters' role in fulfilling public responsibilities will be examined at the annual conference of executives of the CBS Television Network and CBS-TV affiliates to be held at the Hotel Shoreham, Washington, D.C., Feb. 29-March 1.

Speakers slated for the open meeting today (Monday) will be Sen. Warren G. Magnuson (D-Wash.), Chairman of the Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), Chairman of the House Interstate and Foreign Commerce Committee, John C. Doerfer, FCC Chairman, and Earl W. Kintner, Federal Trades Commission chairman. On Tuesday, a closed session, network executives will present their reports.

NBC BUYS BAY AREA KTVU (TV)

NBC-TV affiliate KRON-TV promptly protests

NBC announced in New York Thursday (Feb. 25) that it has signed a contract to purchase independent ch. 2 KTVU(TV) San Francisco-Oakland, thus bringing one step nearer to conclusion a complicated series of station transfers triggered by a Justice Dept.-RCA-NBC consent decree requiring the network to dispose of its Philadelphia broadcast properties.

In its brief announcement, NBC made no mention of the reported $7.5 million ($6.9 million plus accounts payable) it paid for the Pabst-Ingrim-Pauley station.

Immediately after disclosure of the NBC-KTVU deal, the owner of NBC-affiliated KRON-TV San Francisco announced that: "We are not going to stand still and let NBC arbitrarily grab for itself a television audience that we have built up for them. . . ."

Here is what has happened as a direct result of the Philadelphia consent decree last fall (BROADCASTING, Sept. 28, 1959):

• Tax-free exchange of NBC's WRCV-AM-TV Philadelphia for RKO General's Boston properties, WNAC-AM-FM-TV.

• Sale of WRC-AM-FM-TV Washington by NBC to RKO General for $11.5 million.

• The NBC purchase of KTVU (the network owns KNBC-AM there).

• Spirited bidding by multiple owners for RKO's present Washington stations, WGMS-AM-FM.

Last week's announcement was the first public disclosure by NBC that it had been negotiating for a San Francisco station, although progress of known negotiations had been followed closely (CLOSED CIRCUIT, Feb. 8, *et seq.*) In notifying the FCC of its intended deal with RKO, NBC said consummation was contingent upon the network acquiring a tv station in a suitable market (BROADCASTING, Jan. 25). The KTVU purchase contract was signed by P.A. (Buddy) Sugg, NBC executive vice president in charge of owned stations.

Remaining Obstacles • Several important steps must be negotiated before these transactions can be completed. Number 1: NBC must secure approval by the Dept. of Justice before it can buy or exchange a tv station in any of the country's top eight markets (which include Philadelphia and San Francisco).

Under terms of the consent judgment, Justice has 30 days to approve or disapprove any NBC deal after notification by the network. NBC is expected to so notify the department immediately since its contract with RKO has an April 2 expiration date. A Justice spokesman said Thursday that upon receiving NBC notification of the proposed deals, it would send an investigator to the cities involved.

Justice can either (1) state that it has no objection to the transfers or (2) conclude that they would be in violation of the consent decree and file a formal complaint with the Philadelphia circuit court. Justice approval is required under the consent decree to assure itself NBC did not use its affiliation power to "coerce" anyone into selling or exchanging a station, the principal charge in the suit leading to the consent judgment. (The suit grew out of NBC's swap of its Cleveland radio-tv stations for Westinghouse Broadcasting Co. Philadelphia properties, plus $3 million in 1955.)

It is not known whether Justice would lend an attentive ear to the complaint of KRON-TV, owned by the *San Francisco Chronicle*. Charles De-Young Theriot, president and operating head of KRON-TV, wasted no time in damning the proposed NBC buy. He pointed out that the *Chronicle* station has been an NBC-TV affiliate since going on the air in 1949. NBC's attempt to "grab" the network audience, he charged, "raises questions of whether any tv station can survive against the economic power in the hands of the networks.

"These are serious issues, directly affecting the public interest. We believe these issues should be aired, and we intend to take steps to air them."

NBC first attempted to buy KRON-TV prior to contracting to buy KTVU.

FCC Role • Once the Justice Dept. has cleared the NBC deals in Philadelphia, Boston and San Francisco, the network will seek approval from the FCC, a necessary step before consummation. KRON-TV can seek an audience before that agency to protest the San Francisco deal as a party in interest.

KTVU, whose ch. 2 actually is allocated to Oakland across the Bay, is owned 25.005% each by William D. Pabst, Ward D. Ingram and Edwin W. Pauley; 19.79% by Willet H. Brown, and 4.94% by Stoddard P. Johnston. The station went on the air in March 1958 and the principals involved represent a merger of former competing applicants in a comparative hearing.

A by-product of the RKO General buy of the WRC stations would be a required disposal of WGMS-AM-FM,

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which it acquired in 1957 for $400,000. Gordon B. McLendon has bid $1.5 million for the good music outlets and another offer of $1.75 million reportedly has been made. Several groups have been mentioned in the bidding for the station, including Crowell-Collier and Meredith Publishing Co.

Still another possible stumbling block facing consummation of the multiple deals is an FCC inquiry, on the staff level, relating to RKO General's ownership interest in CKLW-AM-TV Windsor, Ont., Canada, adjacent to Detroit (CLOSED CIRCUIT, Feb. 22). RKO acquisition of WRC-TV would give it the FCC limit of five vhf tv stations, not including the Canadian outlet. RKO owns WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis and KFRC-AM-FM San Francisco in addition to the Washington, Boston and Canadian properties. Thomas F. O'Neil is president of RKO General and John Poor heads the broadcast properties.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

• KTVU(TV) Oakland-San Francisco, Calif.: Sold to NBC for $7.5 million. See story, page 52.

• KSJO-AM-FM San Jose, Calif.: Sold by Santa Clara Broadcasting Co. to group headed by Riley Gibson for $350,000. Patrick H. Peabody, chairman of Santa Clara Broadcasting will retain 25% interest in KSJO and continue as chairman of the new company. Others in the purchasing group are Douglas Anderson and George McConnell, partners in the Los Angeles advertising agency, Anderson-McConnell, and Howard J. Haman, general manager of KXOA-AM-FM Sacramento. Purchasers also own KXOA-AM-FM as well as KAGO Klamath Falls, Ore. Sale was handled by Lincoln Dellar & Co. KSJO is on 1590 kc with 1 kw daytime, 500 watt nighttime. KSJO-FM is on 92.3 mc with 1.4 kw.

• WPAR Parkersburg, W.Va.: Sold by the Friendly Group (WSTV Inc.) to group headed by Rev. H. Max Good for $157,500. Rev. Good is pastor of Christ Memorial Church, Columbus, Ohio. R.C. Crisler & Co. Inc. handled the sale. WPAR, a CBS affiliate, is a 250 watt fulltimer on 1450 kc.

• KWNT Davenport, Iowa: Sold by group headed by Howard Dorsey to Frank Babcock, Chicago air personality, for estimated $115,000. KWNT is a 500 watt daytimer on 1580 kc.

• WNRV Narrows, Va.: Sold by H.J. Romanus to E.D. McWilliams for $72,000. Mr. McWilliams owns WNAK Nanticoke, Pa. Sale was handled by W.B. Grimes & Co. WNRV is a 1 kw daytimer on 990 kc.

• KLOO Corvallis, Ore.: Sold by Robert G. Beattie and Dale K. Allison to William C. Hurley for $70,000. Mr. Hurley is with the Paul H. Raymer Co., Chicago station representative. Sale was handled by Hamilton-Landis & Assoc. KLOO is 250 w fulltimer on 1340 kc.

APPROVED • *The following transfers of station interests were among those approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 83).*

• KEYC-TV Mankato, Minn.: Sold by KNUJ Inc., group headed by Walter K. Mickelson to KEYC-Lee Tv Inc. in a transaction aggregating $400,000. Lee Radio Inc. will pay $280,000 for 70%. KNUJ Inc. will purchase 10% for $40,000. The remaining 20% is dispersed among 16 individuals who will pay the remaining $80,000. Lee Radio Inc. is headed by Lee P. Loomis (9.18%) and 12 other stockholders. Lee Radio Inc. owns KGLO-AM-FM-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; WMTV (TV) Madison, and WKBT (TV) LaCross, both Wisconsin; and WTAD-AM-FM Quincy, Ill. KEYC-TV is on ch. 12. Comr. Bartley dissented.

• KONI Phoenix, Ariz.: Sold by group headed by Jim Ownby, licensee president, to Camelback Broadcasting Inc. for $196.000. Purchasers are Edward J. Churchill, 49.94%, and Robert B. McWilliams, 35%, and others. Mr. Churchill is chairman of the board of Donahue & Coe Inc., advertising. Mr. McWilliams is 70% owner of KGMC Englewood, Colo. Comr. Robert T. Bartley dissented.

• KPET Lamesa, Tex.: Sold by R.O. Parker, R.A. Woodson and W.J. Beckham to Thomas E. Conner and Robert E. Bradbury for $150,000 plus an agreement that the sellers will not compete in broadcast business within 50 miles of Lamesa for five years. Purchasers are equal partners in KHEM Big Spring, Tex. Comr. Robert T. Bartley dissented.

• WCAT Orange, Mass.: Sold by William R. Sweeney to Ralph E.P. Mellon for $70,000. Purchaser has interest in WPAZ Pottstown, Pa. Comrs. Robert T. Bartley and Robert E. Lee dissented.

• WAKU Latrobe, Pa.: Sold by group headed by Harry P. Reed, WAKU Inc. president, to Joel W. Rosenblum for $64,558. Purchaser owns WACB Kittanning, Pa. and has majority interest in WISR Butler, Pa. and WTIG Massillon, Ohio. Comr. Bartley dissented.

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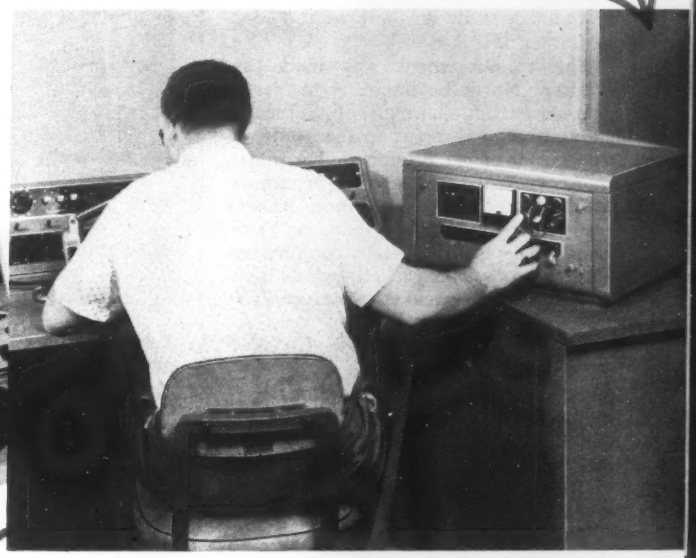

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Canon 35 study funds sought by ABA-media

The American Bar Assn. and media representatives hope to obtain a foundation grant by the end of March for a preliminary study on the pros and cons of Canon 35.

The announcement was made by Whitney North Seymour, ABA president-elect and chairman of a special committee, in a report to the National Conference of Bar Presidents. The initial study would be designed to determine what effects, if any, courtroom broadcasting and photography have on "fair trials." The NCBP met in conjunction with the mid-winter meeting of ABA's House of Delegates in Chicago Feb. 18-23.

Mr. Seymour expressed hope his committee "has made it clear to all interested groups that the bar is not afraid of the facts, and is quite willing to get them." He also cited agreement by ABA and media representatives on the need for fair trials as a "heartening development."

The bar-media subcommittee will call "on certain foundations" in a bid to obtain a grant for the preliminary survey. If it indicated "that a full study would be unrewarding," Mr. Seymour explained, "that would end this point effort and we shall have to pursue our separate ways." But if it's felt a further study would prove "revealing, to both groups, a second grant would be sought, he emphasized.

Subcommittee media members include representatives of NAB, Radio-Tv News Directors Assn., Radio-Tv Correspondents Assn., Radio-Tv Working Press Assn., National Press Photographers Assn. and National Editorial Assn. They met with bar representatives in Washington last May and generally agreed to seek foundation money for the initial study, to be made by a top market research firm.

"We all recognized that a survey was very difficult but agreed that the objective was to ascertain whether fair trials would be adversely affected, since both groups recognized that maintenance of fair trial was essential," Mr. Seymour explained.

Broadcasters and others have steadfastly held and demonstrated that under court supervision cameras and microphones do not impair the ability of trial participants to perform their duties any more than the presence of pencil and paper reporters.

Mr. Seymour conceded the media-bar controversy over possible revision of Canon 35 had reached a point where "fresh light" needed to be shed on it. This called for a competent, independent research organization, he felt.

School plans • An architect's model of the proposed $1.6 million building for the Annenberg School of Communications at the U. of Pennsylvania is viewed by (l to r): Gilbert Seldes, school director; President Gaylord P. Harnwell of the university, and Walter H. Annenberg, president of The Annenberg Fund and the M.L. Annenberg Foundation. The structure will house a 400-seat auditorium, tv and radio studios and a comprehensive communications library. Mr. Annenberg, president of Triangle Publications, is underwriting construction and early operating expenses through the M.L. Annenberg Foundation. The three-story building will be 131 feet wide and 120 feet deep with a gross area of 54,800 square feet. Occupancy of the new building is planned for September 1961 it was said last week.

KDKA-AM-FM-TV on despite AFTRA strike

Negotiations between the American Federation of Television & Radio Artists and KDKA-AM-FM-TV Pittsburgh were still at a standoff late last Thursday, despite lengthy meetings that included federal and state mediators.

Just before midnight Sunday, Feb. 21, 35 announcers and performers went out on strike against Westinghouse's KDKA-AM-FM-TV. The walkout of the employes, who are represented by AFTRA, brought to an end negotiations begun in December.

The station has remained on the air with stage hands and engineers still working and management taking over all shows. According to KDKA, there has been no problem about crossing picket lines. Company representatives went into a five-hour bargaining session with AFTRA officials and federal and state mediators Thursday (Feb. 25) but no agreement was reached.

The union is asking a minimum weekly base salary of $200 for tv and radio announcers and performers. Two types of contracts are being negotiated —one for staff announcers and the other for free lance performers. The stations have offered $165 weekly minimum guarantee for radio staff announcers to go to $170 next year. The present figure is $155. Tv staff announcers have been offered $185 against the present minimum guarantee of $150.

Other points of conflict include procedure in negotiating with specialized performers; and minimum staffing requirements.

The contracts of freelance performers expired throughout Pittsburgh Jan. 31. KDKA sought and received an extension of one month. It is the only station that has been struck, however, though pickets come from other Pittsburgh stations as well. The outcome of AFTRA's negotiations with the Westinghouse outlets may well affect negotiations with other stations throughout the city, it is felt.

• Rep appointments

• KAMP El Centro, Calif.: B-N-B Time Sales Inc., L.A., as west coast representative; Grant Webb & Co., N.Y., as east coast and midwest representative.

• WHGB Harrisburg, Pa.: John E. Pearson Co.

• WPKM (FM) Tampa, Fla.: Good Music Broadcasters Inc., N.Y.

• KPEN (FM) San Francisco: KCBH (FM) Los Angeles as sales representative in Los Angeles area.

• KICO El Centro, Calif.: W.S. Grant & Co. as national representative except in Oregon and Washington. Portland and Seattle offices of Hugh Feltis & Assoc. represent KICO in those states.

• WBEC Pittsfield, Mass.: Kettell-Carter, Boston.

• WCKR Miami: Daren F. McGavren Co., N.Y.

• WISR Butler, Pa.; WACB Kittanning, Pa.; WAKU Latrobe, Pa.; WTIG Canton-Massillon, Ohio; WPTS Pittston, Pa.; WETO Gadsden, Ala.; WPID Piedmont, Ala.; WANA Anniston, Ala.; WIOD Sanford, Fla., and WPNC Plymouth, N.C.: Hal Walton Assoc. (now moved to 299 Madison Ave., New York 17).

Keystone now has 1090 affiliated stations and is still growing

Keystone covers practically 100% of the C & D counties in the U.S.A. and is program-tailored for local interest.

Keystone delivers 87% coverage of all farm markets in the country, the greatest farm market coverage available, and at a cost that will surprise you. Buying Keystone gives you a personal representative in each market.

Keystone offers PLUS MERCHANDISING, specifically designed to fortify your advertising at the point of sale. Case histories are available for your examination. KEYSTONE advertising WORKS at the consumer level and at the dealer level!

Our 20th year — Established 1940

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

CHICAGO
111 W. Washington St.
State 2-8900

SAN FRANCISCO
57 Post St.
SUtter 1-7440

DETROIT
612 Penobscot Building
WO 2-4595

Keystone Broadcasting System, Inc. Dept. B-2
111 West Washington St., Chicago 2, Ill.

Please send us your complete station list and your farm market coverage survey.

Name_____

Address_____

Company Name_____

ELDER STATESMAN'S 37 YEARS

H. Leslie Atlass reviews broadcast milestones

The odds are running high at the Wrigley Bar that before the year's end H. Leslie Atlass "will be back in the business"—possibly station ownership. But it's all hearsay, according to Mr. Atlass, who retired Jan. 1 as vice president of CBS and general manager of WBBM-TV Chicago after 37 years as a broadcaster.

It called for a well-deserved and extended vacation. "I've never been away over two or three weeks at a time since starting in this business and that's been seven days a week," he told BROADCASTING one day in January.

Thus, Mr. and Mrs. Atlass checked out of their luxurious Ambassador East Hotel suite early this month and started a sabbatical tour on the Atlass yacht that included the Virgin Islands. Past fortnight, after returning to Chicago, they headed for the vacationing playground of Miami. Back in Chicago this week, Mr. Atlass and his son Frank, former director of WBBM-TV and now head of his own radio-tv production firm, will leave for a West Coast business trip. The calendar was almost as crowded as a typical Atlass day at CBS-Chicago's spanking new facilities on the city's lakefront.

Mr. Atlass reached retirement age last November and was succeeded Jan. 1 by Clark George, CBS vice president and general manager of KNXT (TV) Los Angeles [AT DEADLINE, Dec. 14, 1959]. Mr. Atlass had been a CBS vice president since 1933 when he took over the reins of its western division operations.

How It Started • It was in 1911 that he and his brother Ralph (now associated with Westinghouse's WIND Chicago) began operating an amateur "spark" station in Lincoln, Ill.

"In 1913 I bought the first transmitter and then the first detector tube by Lee De Forest. The post office in Lincoln during World War I put the equipment in postal bags and sealed it up," he recalled. He got the first tube transmitter in 1918 and, after the war, the station resumed operation with 200 w power. In 1923, it was licensed as radio station WBBM.

When the Atlasses moved to Chicago the following year, WBBM's equipment was set up in their basement and later moved to the roof of the Broadmoor Hotel. Power increases and other moves followed, culminating in a shift of studios to the Wrigley Bldg. in 1929. In 1957, WBBM radio and WBBM-TV (acquired by CBS in February 1953) expanded still further with new $6 million facilities near Chicago's lakefront.

In view of broadcasting's present problems, how does the future look?

"In general terms the industry is most healthy and if people wouldn't talk so much, it probably would be better," Mr. Atlass observed.

Well, then, what is right or wrong with broadcasting today? He replied:

"Nothing particular — it's going through its growing pains and if anything is wrong, it's the Federal Trade Commission. A lot of copy being accepted by advertisers and media is wrong, especially those pharmaceutical remedies. The FTC has allowed them to use it. (Here, we never accepted any medical advertising on a news program or anything like that. Our news has been kept good and clean.) Misrepresentation in advertising has been due to the FTC. To stop misleading advertising is its job and it wasn't active enough. As far as the quiz shows are concerned, I don't think there was anybody who didn't know it was going on. Anybody who said they didn't know is prevaricating."

Big Contributor • To what operating policy did Mr. Atlass attribute the commercial success of the CBS-Chicago operations? "In radio we never made a rate cut since the first card was issued," he said. "There have been no packages in radio, but in tv since the beginning. Incidentally, it's interesting to know that WBBM radio has earned about 51% of all revenue among CBS o&o stations."

Mr. Atlass' identification with CBS started in 1929 when WBBM became affiliated with the network. He was elected a vice president in charge of then CBS western division in 1933 and named general manager of WBBM-TV in February 1953. He also was a vice president of CBS Radio Div.

Other reflections by the retired CBS executive:

• Pay tv: "It's going to come someday . . . over the air . . . They tried wired radio and it never worked . . ."

• Color tv: "It has a long way to go yet. When you look back to the early days of television, sets then were purchased by low-income homes. They're still in use. The color pictures are very fuzzy in black and white . . ."

• Fm (the operation of WBBM-FM Chicago and in the industry generally): "It has not been successful, but it is operating at less of a loss than it would have been if operated in conjunction with WBBM-AM. Fm for us has been expensive to operate because of the unions. We have 45 musicians on our payroll at $225-250 a week. None of the independents have any. Our contract

H. LESLIE ATLASS
Is his retirement permanent or only temporary?

NOW!

you can add SPICE *to the sound of your station*

Joey Adams:
Star of stage, screen, TV and radio. In this BANNER series he plays Straight man, teaming up with well known comics in these quickies to crowd the most laughs into capsule form.

"Moody Speaking":
"Starring Parker Fennelly". Titus Moody's unique brand of New England salty dry humor about people, places and things are well known and loved by millions of radio and TV fans.

Ann Thomas:
BANNER brings you this versatile "young-old" veteran of Broadway, Radio, TV, and Films in a sparkling telephone monologue routine as "Moreen the Maid".

Al Helfer:
"The Passing Sports Parade". Award winning sports commentator draws upon his vast experience to cover off-beat, unpublished incidents about happenings and people in all fields of sports.

Sen. Claghorn:
Kenny Delmar gives you this amusing character that skyrocketed to fame on "Allen's Alley". His stentorian delivery vibrates with pompous humor.

PLUS

Lew Parker, *fast talking salesman—comedy* . . . **Fascinating Facts,** *"didja know" type feature lightly handled* . . . **Dottie Frye,** *answers personal problems with warm intimacy* . . . **Jonathan Price,** *philosophical lecturer of note on common family problems* . . . **Guidance Message In The Stars,** *horoscope capsule guide for each particular day of broadcast.*

S PARKLING ONE-MINUTE AND FIVE-MINUTE VIGNETTES—by known talent in the entertainment field—add that touch of zest to your present established program format. Drop them in here—drop them in there—for a welcome and entertaining "coffee break".

. . . and they're commercial!

E xclusive property of your station in your area, they provide the answer to the quest for outstanding individuality — seasoning to your present programming pattern. More and more listeners will be attracted, and more and more advertisers will soon discover "which twin has the 'sale-o' ".

At least sixty-five to two hundred sixty different programs of each feature now available.

For complete details including realistic price schedule and complete catalogue—call collect . . . wire . . . or write—TODAY!

BANNER
RADIO COMPANY

(a Division of Banner Films, Inc.)

527 MADISON AVENUE

NEW YORK 22, N. Y. PLaza 5-4811-2

Charles McGregor, *President*

Murray Grabhorn, *Sales Manager*

with the technicians is such that it takes 45 to operate the station. Our expenses are really high.

"I don't see any real future for fm in this area because of good ground wave from am, just as good as fm. When you don't have good ground wave, then the fm signal is better. Only in areas where fm can deliver a better ground wave signal does it have commercial hope. People will take a lot of bad programming if they get a good signal."

• Live and recorded music: "Yes, we've had great faith in live radio, particularly in morning programming. I think you can get ratings by playing records but you can't get the buyers. Live radio has paid off for WBBM."

• Labor: "Of all the unions we've done business with, you could take Jimmy (James C.) Petrillo's word—you didn't need a contract with him. He still carries a lot of weight."

• Advertiser control: "Spots are getting bigger all the time—the same thing in tv as in radio. There's more of a trend toward the 'magazine' concept. Cost-per-thousand is going down all the time. Individual stations are responsible for what goes on the air—they have more control, not less."

• Editorializing: "I think it's a good thing [but] it's difficult for o&o stations to do it."

• Print competition: "I do believe that all the magazines and newspapers have made the most they can make [out of broadcasting's trouble] and I don't blame them. Newspapers went through the same thing in the yellow-sheet days. All advertising media have gone through it. If I had a competitor [like broadcast media], I'd jump down their throats, too."

Mr. Atlass likes to feel his greatest accomplishments in broadcasting lay in the training of executives and performers. "Many have gone on to do great things," he proudly pointed out, citing such names as James Shouse, J.L. Van Volkenburg, Merle Jones and Donald Thornburgh among several others. And, he added, "over a period of years we have probably had the greatest performers in the country." Among them: Paul Whiteman, Ben Bernie, Helen Morgan, Art Kassell, Truman Bradley and Marvin Miller.

Best Wishes • Among those who dispatched good wishes to Mr. Atlass on his retirement were Merle S. Jones, president of CBS Television Stations Div. (lauding his "distinguished career and many contributions"), and William S. Paley, board chairman of CBS Inc. (who praised the "very efficient and productive manner in which you have managed our properties in Chicago").

Despite Mr. Atlass' insistence he has no long-range plans at this time, his associates and intimates think otherwise. They feel he'll be hard put to remain long out of broadcasting. Write a book? No. Buy another radio property, perhaps an ailing independent in Chicago or elsewhere? It's highly probable (CLOSED CIRCUIT, Dec. 21, 1959), though Mr. Atlass says he hasn't "even thought of it."

Perhaps the answer lay in Mr. Paley's personal advice to Mr. Atlass: ". . . I hope you will find a formula which will be to your liking. I know it won't be easy after all these years of hard work to devote yourself to a life of leisure, but men of determination have been able to do so, and very much to their benefit. . . ."

Call the 'doctor'

Station doctoring is taking a page out of the medical profession's book. Now it's specialists, who can be called in to correct specific problems or suggest ways to increase the general efficiency of a radio station's management. The "doctors": Sol Robinson, president, and John Engel, vice president of Broadcast Management Assoc., New York, newly-formed firm with access to "a full crop of consultants in every phase of broadcasting." Mr. Robinson is vice president and general manager of WLAD-AM-FM Danbury, Conn., and Mr. Engel is associated with WBRY Waterbury, Conn. BMA currently has a New York mailing address: 387 E. 149th St.

RAB ad clinic to get two city treatment

Radio Advertising bureau's annual "National Radio Advertising Clinic," in previous years has been held in New York only. This spring it will be conducted on successive days in New York and Chicago.

The 1960 NRAC is scheduled for March 31 at the Waldorf-Astoria Hotel in New York and at the Sheraton-Blackstone Hotel, Chicago, on April 1, eve of the annual NAB convention. The two sessions will be identical in format and major content, RAB said.

On RAB's agenda: Five major national or regional advertisers discussing reasons for choosing radio, and the special success each has had with the medium; three agency creative directors explaining strategy behind their radio campaigns; a three-hour "media directors roundtable" in an exchange of views between agency media directors and broadcasters, and the presentation of golden record plaques to the agencies responsible for "the eight most effective radio commercials" of 1959.

The 1960 NRAC was changed from last November until early spring as the result of a poll of agency personnel. March and April were said to be less hectic months, RAB said.

Treyz has good words for FCC and ratings

ABC-TV President Oliver Treyz had a good word last week for several subjects accustomed to criticism—the FCC, ratings, and the idea of advertisers participating in programming.

In a speech stressing the importance of self-regulation instead of government regulation, he told a Minneapolis audience last Thursday (Feb. 25) that television is "reacting with speed" to put effective voluntary controls into operation. At the same time he commended the FCC for "approaching the problem in a democratic manner reflective of the town hall and operating within the framework of a free enterprise system."

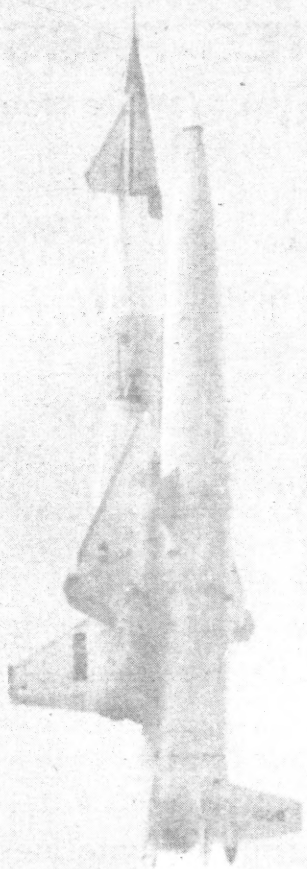
He said the FCC is "treading a difficult road in a climate of pressure. . . . In this climate the FCC might have been erroneously applauded for precipitous acts—acts which, in a thoughtful atmosphere, critics would be the first to protect. . . .

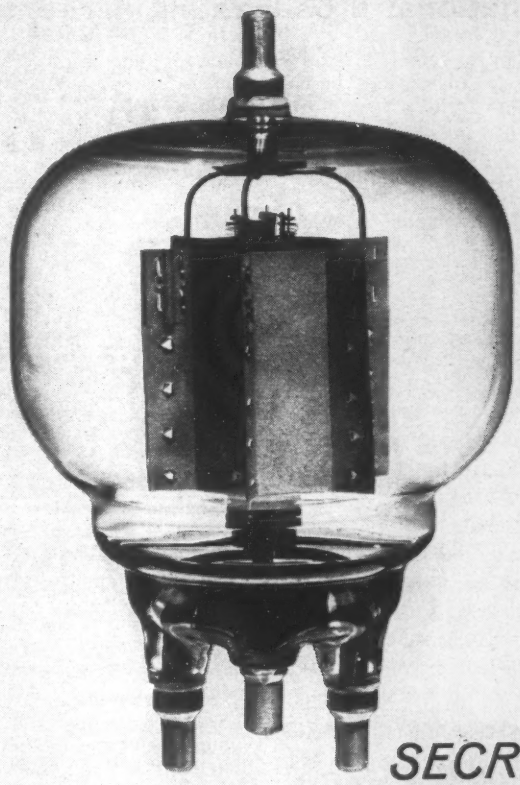
". . . Just as the broadcaster has the prime responsibility of achieving balance in serving his community, so the FCC has the responsibility of balancing the government's role. . . ."

ABC-TV he said, feels "unwise and precipitous action," even "in the form of pressure too heavily applied," might eventually put television into a straitjacket. "The broadcasters can be held accountable for their performance," he said. "Yet their freedom of expression must be jealously guarded. There must be instilled within them a sense of responsibility which of itself will breed self-regulation and permit freedom of exercise to the creative forces which have led to the tremendous growth and potential of the industry."

Mr. Treyz said ratings are the device by which "the public tells us when they don't want any more of a given type of television program. . . . Their 'vote' immediately is transmitted to us by the rating researchers, and we serve the large majority by this mandate".

Earlier in the week, at ABC-TV's breakfast presentation to New York advertiser and agency executives, Mr. Treyz went cordially into the controversial question of advertiser participation in programming. He commended advertisers and agencies for constructive contributions and invited them to bring their ideas to ABC-TV, where he said they would be welcome.





SECRET WEAPON?

Secret, no. You'll find this on both sides of the Iron Curtain. It's only a power tube for a radio transmitter. But *weapon*, yes. The power of radio is a weapon of destruction or construction... and only on our side of the Iron Curtain could that power be used to broadcast a program like "Scope Unlimited." This documentary presentation of *all sides* of *all issues* is produced by the KRLA Public Affairs Department Sunday mornings at ten. "Scope Unlimited" is another illustration of KRLA leadership in modern-day, independent radio programming: music, news and service features carefully proportioned to attract, build and serve a maximum audience.

Newest among the leaders serving America's greatest radio market

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

NARBA, MEXICAN TREATIES PASSED

International broadcasting agreements now go to White House

The Senate by a vote of 76 to 8 last week gave its advice and consent to the ratification of the 1950 North American Regional Broadcasting Agreement and the 1957 separate U.S. broadcasting agreement with Mexico.

The prospects that NARBA would go into effect in a matter of weeks appeared favorable. It requires the signature of President Eisenhower, who was out of Washington last week, and then will be forwarded to Canada, designated as the depository nation. It would go into effect 15 days after being "deposited" at Ottawa, having been ratified by Cuba in 1951 and Canada in 1957. Only U.S. ratification was needed to put it into force.

The U.S.-Mexico treaty has still to be ratified by Mexico, which, according to a State Dept. spokesman, has been awaiting U.S. ratification before it takes any action. The treaty will go before the Mexican Congress which convenes Sept. 1 and sits through December. It becomes effective immediately upon exchange of ratifications between the two countries.

Senate action on the two treaties was sandwiched between debates on civil rights Wednesday afternoon, with Sen. Wayne Morse (D-Ore.) seeing the broadcasting agreements through to approval. FCC Comr. Rosel H. Hyde, chairman of the U.S. delegation which helped write the 1950 agreement and an architect of the 1957 Mexican pact, was sitting in the Senate gallery to watch the final vote.

Participating nations in NARBA were Canada, Cuba, the Dominican Republic, the United Kingdom (for Jamaica and the Bahamas) and the U.S. Provision is made for adherence by Haiti. The U.S.-Mexico agreement is between those two countries only and was negotiated after Mexico walked out of the conference on NARBA in 1950.

Serves Notice • During discussion on the treaties, Sen. Warren G. Magnuson (D-Wash.), who is chairman of the Senate Commerce Committee, took a swipe at programs originating from Mexican stations at night which he said air misleading advertising, including solicitations for contributions, cancer cure ads and sale of shares of stock, all of which, he said, request that the money be sent to addresses in the U.S. where it "generally is found that . . . there is located only one person . . . using a typewriter in a one-room office." He said he hoped the Mexican government "will take more cognizance" of such programs. Among the other seven senators voting against the treaties was Sen. B. Everett Jordan (D-N.C.) who holds stock in 5-kw daytimer WBBB Burlington, N.C., and whose wife holds shares in WHKY Hickory, N.C., 5 kw day, 1 kw night directional.

Sen. Magnuson served notice he was voting against the treaties and charged that the FCC over the years has protected U.S. clear channels "almost to the extent of being unreasonable in some cases. They have frozen them to the detriment of the smaller stations." He said he believes engineering solutions can be reached to extend the hours of daytime am stations before the five-year terms of the treaties expire.

Sen. Morse told other senators that while the treaties run five years, they can be terminated by any of the signatory countries which gives a year's notice that it is denouncing the agreement.

Sen. Magnuson said the one-year denunciation clause could be used if some inexpensive way is found for daytimers to equip their stations to operate without interference to U.S. clears or Mexican clears.

Sen. Morse noted objections by daytimers to the Mexican treaty had been aired by two subcommittees which he headed that daytimers requests for extended hours had been denied by the FCC. He also said he had told the FCC of the senatorial expectation that the agency will give fair consideration to any requests by daytimers, individually and on an industry-wide basis, seeking improvements in their service.

Sen. Frank J. Lausche (D-Ohio) commented that he had expected to help daytimers when he began sitting in the January hearing held by the Morse Senate Foreign Relations subcommittee, but finally concluded the overall impact of extending daytimer hours would "do far more damage than the good that would result."

Round table meeting with Senate still on

The "round table" conference scheduled by the Senate Commerce Committee tomorrow (Tuesday) with broadcasters, networks, advertisers and agencies was still on late last week despite a threat to cancel all hearings, made by Chairman Warren G. Magnuson (D-Wash.).

Sen. Magnuson made his threat during Senate floor maneuverings by op-

A new approach to the 20 year-old KOB-WABC battle

A twenty year old battle over the use of 770 kc flared up again last week when the owner of KOB Albuquerque applied to the FCC for a station in New York City taking over facilities of WABC there.

The ABC-owned New York station has been trying to get KOB off 770 kc. The Commission in a Sept. 3, 1958 decision ordered both stations to operate on 770 kc using directional antennas to protect each other and thus resolve the controversy which began in 1941. ABC has yet to act on the FCC order and has said that the Commission cannot legally duplicate 770 kc without also acting on the proposed duplication of other clear channels (BROADCASTING, Oct. 13, 1958).

KSTP Inc., licensee of KOB told the FCC in its application that it "requests the facilities of WABC . . . which has a renewal application pending." KSTP Inc. has filed for 50 kw with a directional antenna at night on 770 kc. The directional antenna, the applicants assert, will provide protection to co-channel station KOB. The WABC renewal application contains no proposal to directionalize.

KSTP Inc. proposes to spend $1 million in building the station. It would operate seven days a week, 24 hours a day. The applicants estimate their operating cost at $450,000 for the first year. Revenue for the first year is expected to be $525,000. The company has listed cash and liquid assets of $2.5 million.

Principals are Stanley E. Hubbard, majority owner, and four other partners. In addition to the Albuquerque station, they also own WGTO Cypress Gardens, Fla., and KSTP-AM-TV St. Paul, Minn.

To paraphrase the old "Don't-look-now,—*BUT*" admonition, urgency compels us to say: *DO* look—*BECAUSE* this year's NAB Convention is almost at hand! April 3 to 6. A month away!

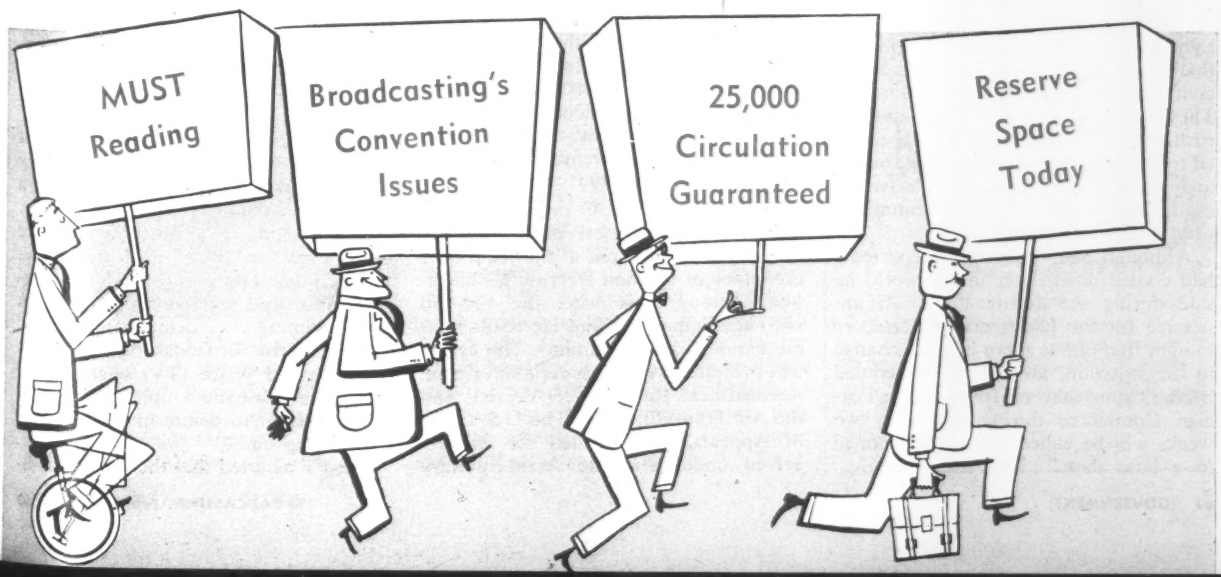
As always, it will attract an attendance from all segments of the broadcast advertising business . . . *and* an attention from TV and radio executives in every corner of the nation.

As always, too, BROADCASTING Magazine will serve this widespread interest with *three* of the most heavily-read issues it publishes each year: (1) *pre*-Convention on March 28; (2) *during* the Convention, April 4; and (3) *post*-Convention, April 11, rounding up everything that made news.

To accomplish this with the authoritative completeness that only BROADCASTING *can*, a full-scale news room is being set up in Chicago—staffed with a dozen of BROADCASTING'S most experienced editors, equipped with direct lines to the BROADCASTING headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure BROADCASTING readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skilfully edited, the result is the most authentic, comprehensive panorama of NAB's 1960 conclave anywhere—and indispensable as a guide to what's happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that's aimed at TV-&-radio's busiest decision-makers. You get the year's biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven't reserved your space yet, this is the hour to get cracking! It's only days to deadlines—so wire or phone the nearest BROADCASTING *office today*. 25,000 circulation guaranteed.



Paar's woes change from W.C. to D.C.

NBC last week slapped a "no comment" policy on a report by the House Legislative Oversight Subcommittee that it wrote to the network Wednesday asking for a copy of a five-minute kinescope telecast on the Jan. 12 *Jack Paar Show*.

Raymond W. Martin of the subcommittee staff said the House group wants to determine if the kinescope was in fact a "commercial" for a Florida real estate development and, if true, whether it was paid for by the beneficiary and announced as paid by the network.

The *Miami Herald* has reported Mr. Paar as acknowledging he bought a $35,000-$40,000 piece of property in a Key Biscayne real estate development shown in the film, which, the newspaper reported, "ostensibly" was a filmed air view of a nearby monument of historic interest, the Cape Florida Lighthouse.

The *Herald* said the film was shot Jan. 7 from a blimp. It added that Mr. Paar acknowledged during the Jan. 12 telecast that he had made a deposit on and agreed to buy a lot in the development, where he said he intended to build a house. The real estate development, the newspaper said, has been promoted by the California and Florida firm of Dessler & Garfield, an "operating company" of Lefcourt Realty Corp., listed on the American Stock Exchange.

The newspaper added that when Mr. Paar "walked out" of NBC, (BROADCASTING, Feb. 15) he was flown to Miami by Dessler & Garfield in a private plane.

A reporter for the *Miami Herald* said Thursday that Mr. Paar's name and picture has been used in promotions by other Florida real estate development groups but that no broadcasting tie-ins have been established. He said he had tried without avail to talk to Dessler & Garfield and to NBC.

LANDOWNER PAAR

Upstaged by Oversight?

NBC said Thursday it had no comment except that the subcommittee letter had not been received. It was addressed to James A. Stabile, vice president for talent and contract administration.

ponents and proponents of civil rights legislation last Tuesday.

Southern senators, who head most of the committees in the Senate, objected to plans by Senate Majority Leader Lyndon B. Johnson (D-Tex.) to keep that body in session evenings until civil rights proposals are acted upon. They contend they are being unduly rushed by this schedule. Some threatened to cancel committee meetings, others to make frequent quorum calls (which require senators to leave committee meetings to go to the floor).

Although Sen. Magnuson reportedly had cooled down later in the week, he said during the debate: " . . . I announce for the [*Congressional*] *Record* tonight that unless there is some change in the situation, all hearings scheduled by the Committee on Interstate & Foreign Commerce during the next two weeks will be called off and postponed to a later date."

Highest court upholds Ike's spectrum powers

The Supreme Court last week refused to reconsider a ruling that upholds the President's power to take over spectrum space for government use. The court had been asked to reconsider the decision handed down by the U.S. Court of Appeals last November (GOVERNMENT, Nov. 23, 1959).

Last April the FCC ordered the reallocation of a number of bands from civilian to military use at the request of the Office of Civilian Defense Mobilization. Among these were the 420-450 mc band (amateur) and the 8500-9000 mc band (radio navigation). The action was protested by Bendix Aviation Corp., Aeronautical Radio Inc. (Airinc.), and the Air Transport Assn. The U.S. Court of Appeals, which called for and received under seal the secret military reasons for requiring these bands, reaffirmed that the Communications Act gives the President the last word in allocating the radio spectrum.

The Supreme Court refused to reconsider the appeals court's decision. As it stands, Bendix and the other protestants may use the bands, with approval by the FCC, but must get off later to let the government have their exclusive use.

St. Louis ch. 2 case gets nearer decision

Parties involved in the controversial St. Louis ch. 2 case rehashed the issues involved as the FCC received their proposed findings to the initial decision to be rendered by Hearing Examiner Horace Stern.

The St. Louis case was returned to the FCC for rehearing and reconsideration when the Supreme Court asserted jurisdiction following an appeal for *certiorari* by Sangamon Valley Broadcasting Co. This followed disclosures before the Harris Oversight Subcommittee that Harry Tenenbaum, a principal of Signal Hill Telecasting Corp. (KTVI [TV] St. Louis) had off-the-record talks with commissioners while they were considering a move of ch. 2 from Springfield, Ill., to St. Louis. Sangamon Valley was the unsuccessful Springfield ch. 2 applicant. WMAY Springfield won the grant but was switched to ch. 36, moving into Springfield from St. Louis, after ch. 2 was moved out. WMAY has since surrendered the ch. 36 permit (BROADCASTING, Feb. 1).

Last week Sangamon told the FCC that by issuing Signal Hill a special temporary authorization on ch. 2 it had performed "a licensing action. This act taken by the Commission stands as an entity, and it was the *ex parte* efforts of [Harry] Tenenbaum which transformed the so-called rulemaking proceeding into one clearly involving licensing." Sangamon asserted that the *ex parte* contacts made by Mr. Tenenbaum were "grossly improper" and that KTVI should be "disqualified to receive any grant on ch. 2 in the future."

Signal Hill however reaffirmed that any *ex parte* representations made by Mr. Tenenbaum "were not of such a nature as to require disqualification . . . from receiving a grant. . . ." There is no evidence, Signal Hill said, "that the *ex parte* approaches and presentation influenced the Commission in the vote adopting . . . deintermixture. . ."

American Broadcasting-Paramount Theaters and WICS (TV) operating on ch. 20 in Springfield upheld the 1957 FCC decision to deintermix Springfield by deleting ch. 2.

AB-PT asserted that there was "noth-

ing disclosed by the . . . hearing [which] taints . . . or voids the result which the Commission reached in its report and order of March 1, 1957 and the action taken should be reaffirmed and reinstated."

WICS said that "Mr. Tenenbaum's conferences with the Commission . . . in no way vitiated the Commission's decision."

Earlier, on Feb. 19, the Commission's Office of General Counsel recommended that the FCC set aside its March, 1957 order and reconsider the case on merits because of the *ex parte* approaches which occurred during the rulemaking proceedings.

The findings were signed by Edgar Holtz, associate general counsel, and recommended that none of the parties in the proceeding should be disqualified but that the conduct of Harry Tenenbaum "should be held to reflect adversely upon Signal Hill Telecasting Corp. from a comparative standpoint in any licensing proceeding which may be held with respect to . . . ch. 2."

L.A. convention gets heavy space demand

Requests already received from broadcasters for working space and sleeping accommodations at the 1960 national convention of the Democratic Party indicate that the July 11-15 sessions will receive the greatest radio and tv coverage ever given any similar political event, J. Leonard Reinsch, general convention chairman, said last week.

Mr. Reinsch was in Los Angeles, where he has opened permanent convention headquarters at the Hotel Biltmore. Gloria Coe, office manager, will be in charge of the offices during Mr. Reinsch's absences on party business elsewhere or to take care of his regular duties as executive director of the Cox broadcast properties (WSB-AM-FM-TV Atlanta, Ga.; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.). Telephone number is Madison 5-3500.

The Democratic convention chairman urged broadcasters who desire hotel space in Los Angeles during convention week, to get their requests to him at once, at convention headquarters.

Requests for working space at Los Angeles' new Sports Arena, should be addressed to Bill Henry, House Radio-Television Gallery, Washington, D.C.

Open door • J. Leonard Reinsch, chairman of the Democratic national convention, and Gloria Coe, office manager, move into their new permanent convention headquarters in the Hotel Biltmore, Los Angeles.

Give FCC, networks some respite—Allott

Congressional investigators ought to give the FCC and the networks a breathing spell, Sen. Gordon Allott (R-Colo.) said last week.

Sen Allott said the FCC is "adequately prepared to handle gross misuse of our airwaves" and the networks have shown a "willingness and ability to properly control their programming."

The Coloradan entered in the *Congressional Record* an editorial from the *Rocky Mountain News,* Denver, urging restraint in attempting to pass new laws, and an article from the *Saturday Review* by Elmo Roper on the results of a poll, which showed only 4% of the public feels the tv quiz rigging disclosures "show just how bad television is," while 65% said that although fixed tv quizzes were wrong, all television can't be condemned because of these incidents.

FCC, FTC slated for payola report

The FCC is to testify this Thursday afternoon and the Federal Trade Commission Friday morning on their progress against tv deceptions and payola.

The House Legislative Oversight Subcommittee then will recess its hearing until late March when it is expected to spend several days looking into the disc jockey, music publishing, recording, pressing and merchandising activities of ABC-TV star Dick Clark.

A subcommittee staff member said a specific date has not been set for these hearings, but that they will not conflict with hearings to start March 15 on two regulatory agency reform bills by the House Commerce Committee, which Rep. Oren Harris (D-Ark.), Over-

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Fresno, California

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W.O. Edholm—Commercial Manager
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FCC rules on new Sec. 315 in KWTX case

Weather reports are "bona fide news." And because of that, a station whose weatherman happens also to be a political candidate does not have to give equal time to his opponent.

This, in effect, is what the FCC tentatively decided last week in the first application of Sec. 315 since the law was amended last year exempting newscasts from equal time demands. Although the ruling is not yet final, the Commission Wednesday (Feb. 24) instructed its staff to prepare a declaratory ruling that KWTX-AM-TV Waco, Tex., is not required to give one William H. Bingham free time because the stations' weathercaster and Mr. Bingham are rival candidates for the state legislature.

The FCC instructions came on a 5-1-1 vote, with Comr. T. A. M. Craven dissenting and Comr. Robert E. Lee abstaining. Comrs. John C. Doerfer, Rosel H. Hyde, Robert T. Bartley, Frederick W. Ford and John S. Cross said that KWTX' weatherman-turned-candidate is exempt under the amended statute.

The benchmark decision, if it is allowed to stand when it comes up for final Commission action, will furnish an important guide for all stations in similar future instances. It apparently will reverse in part and leave standing in part a 1958 FCC decision involving a candidate-broadcaster on KFPW Ft. Smith, Ark. (BROADCASTING, Oct. 6, 1958). In that case, the FCC ruled that KFPW would have to grant time to an opponent of J. B. Garner, a commentator, newsman and special feature announcer for the Arkansas station.

Criteria Used • The Commission majority reportedly cited the following as basis for its instructions: (1) the weather information is a regular portion of a regularly scheduled bona fide newscast, specifically exempted by the amendment; (2) the weatherman in question, Jack Woods, is a fulltime employe of KWTX-AM-TV; (3) he has been with the stations since 1957, long before he entered the current race for the state legislature; (4) there is no evidence of any subterfuge by and between KWTX and/or Mr. Woods; (5) Sec. 315 does not give the Commission clear guides and absolute standards and it must make rulings on a case-by-case basis, and (6) if new exemptions to Sec. 315 are to prove workable, the FCC must be given authority to use its own discretion.

KWTX President M. N. Bostic asked the FCC for a ruling on the question after Mr. Bingham had sought time on the stations because of Mr. Woods' regular appearances. Largest single stockholder (29%) in KWTX is Lady Bird Johnson, wife of Sen. Lyndon B. Johnson (D.-Tex.), Senate majority leader.

sight chairman, also heads.

The Subcommittee spokesman estimated at 20 the number of broadcast-related enterprises in which Mr. Clark held interests before ABC-TV last November ordered him to divest himself of them or be dropped from the network (BROADCASTING, Nov. 23, 1959).

Meanwhile, the subcommittee showed a continuing interest in the disc jockeys' convention last year at Miami Beach by subpoenaing last week the records of six more hotels in the area to find who paid for what. They are the Beau Rivage, Balmoral, Bal Harbour, Shamrock Isle and Singapore, all Miami Beach, and the Sir John, Miami. The House group already has heard testimony on record companies picking up tabs at the Americana Hotel, where the main convention was held.

The subcommittee also last week began looking into a five-minute film broadcast Jan. 12 on NBC-TV's *Jack Paar Show* (see page 64).

WMTR owners cited

A civil treble-damage antitrust suit, charging conspiracy to obstruct and delay an FCC application, has been filed by Broadcasters Inc. and its president-65% stockholder, Merrill S. Morris, against WMTR Morristown, N.J., and its owners. The suit, which asks $501,000 in damages, charges that the Croy family, owners of WMTR and WCRV Washington, N.J., encouraged filing of a competing application against that of Broadcasters Inc. for 1590 kc with 500 w daytime in South Plainfield, N.J., in order to maintain their position in the area. The suit was filed in U.S. District Court, Trenton, N.J.

Rep. Rogers urges making payola a crime

Two congressmen, both members of the House Commerce Committee, last week urged action aimed generally at payola.

Rep. Walter Rogers (D-Tex.), also a member of the House Oversight Subcommittee, said there is a need for a federal law making commercial bribery a crime. Some states already have such laws. Rep. Rogers said the Oversight hearing on payments by record companies to disc jockeys shows a pattern of "deception, deceit and cheating."

Rep. Torbert H. Macdonald (D-Mass.) urged approval of his bill (HR 5864) which would abolish fourth-class mailing privileges enjoyed by popular record companies. The Internal Revenue Service has interpreted a 1958 law allowing such mailing privileges for educational records as covering all phonograph records.

Rep. Macdonald said the privilege amounts to government subsidy to producers of rock 'n' roll records. He said the postmaster general supports his bill, which awaits action by the House Post Office & Civil Service Committee.

Montana court weighs tv property rights

Question of property rights in a tv station's programs is under consideration by a Montana district court, following a day and a half of hearing Feb. 18 and 19.

The suit for a declaratory judgment was filed last year by Ed Craney's KXLF-TV Butte, Mont., against Helena Tv Inc., operator of a community antenna system in that city.

Argument was heard by Montana District Judge W.W. Lesley. Representing Mr. Craney was former Montana Supreme Court Judge Ralph Anderson; representing Helena catv were A. B. Scribner, Helena; George Shiffer, New York and E. Stratford Smith, Washington.

Judge Lesley gave the defendants 20 days to file proposed findings and a brief on the law; the plaintiffs 20 days to reply and another five days for defendants to rebut. The judge said he hoped to get a decision out in about two weeks after all the documents were in.

The court suit, which asks no damages, is one phase of a dispute between Mr. Craney and the Helena catv operators. The fight also is before the FCC which last August heard oral argument on Mr. Craney's protest against the establishment of a microwave relay to bring Spokane tv signals to Helena via the catv system.

FCC TO HILL

Objects to 'conflict of interest' House bill

The FCC last week objected to provisions in bills being studied by the House Antitrust Subcommittee. The agency feels they would limit the opportunities of government employes to enter the commercial end of the industry which their agency regulates.

For several days, the subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), has been holding a hearing on measures to tighten and codify bribery and conflict-of-interest laws. The group is due to get another, similar bill, the Senate version of which was introduced last week (see story this page).

FCC Views • FCC comments on the pending bills were presented Friday (Feb. 26) by General Counsel John L. FitzGerald. In his prepared statement, Mr. FitzGerald said commissioners and FCC employes may devote most of their professional life to specialized governmental regulatory agencies. "To prohibit them, after long years of service in the public interest in a highly specialized field, from using that competence for a period of two years after leaving such employment, appears to us to be inequitable," Mr. FitzGerald said.

He recommended that Congress not go beyond a current provision of the Communications Act which prevents a former commissioner, who leaves the FCC before his term expires, from representing any person before that agency for one year. Such a restriction is not placed upon commissioners who serve their full term.

The Commission spokesman also hit proposals of HR 7556 which would (1) make it unlawful for anyone to employ or offer to employ any government official at any time in a two-year period prior to termination of his government service who has "dealt" with any business of the offering firm before the government, and (2) prohibit any government employe from accepting a job from any such person or firm.

Such a law would keep "competent persons from entering government service for fear of jeopardizing their future personal opportunities," Mr. FitzGerald said. Also, he pointed out, in a criminal statute the word "dealt" as used is "both vague and indefinite." Similar provisions are also contained in HR 7157.

Mr. FitzGerald said, however, that it would be appropriate to prohibit former officials and employes from using confidential information acquired on particular matters while in government service on the same matters after leaving the government.

Presidential Authority • The FCC took a dim view of provisions in HR 2156 which would authorize the President to declare void in certain instances licenses granted by the Commission. "Delegation of this authority to the President to void and rescind the licenses and other privileges would, insofar as the FCC is concerned, be inconsistent with the principle that the Commission is an independent regulatory agency . . ." Mr. FitzGerald told the Celler committee.

He said that the proposed government ethics bill, HR 2157, coincides in many areas with what the Commission itself already has prescribed in a 1954 policy statement. The witness pointed out that the FCC has recommended repeal of the honorarium provision of the Communications Act and that a bill (S 1735) to this effect already has passed the Senate.

The Commission is in "complete accord" with provisions of HR 2157 prohibiting *ex parte* contacts, Mr. FitzGerald stated. He again pointed out that the agency has made legislative proposals of its own in this area.

Moon over Maine

WFST-AM-FM Caribou, Me., notified the FCC Feb. 26 it plans to apply for an am and an fm station to be located on the moon and would like to be informed of channel availabilities.

Elby Stevens, vice president-general manager, wrote Mary Jane Morris, FCC secretary, and said WFST wants to install a transmitter "four miles north of Hippalus near the sea Mare Humarum." Latitude is specified as approximately 20 degrees south latitude and 30 degrees east longitude. Studio would be on the moon too:

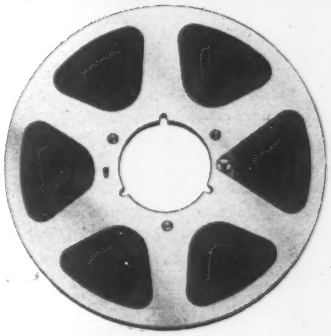
"We further propose that the studio be located in Loewy with remote control operation of transmitter from studios at Loewy or Earth." Power would be 50 kw on 600 kc "non-directional except toward Earth." The fm station would have 10 kw power on 97.7 mc.

N.Y. Bar's 'conflict of interest' bill

An "Executive Conflict of Interest" bill (S 3080) drafted by a special committee of the Assn. of the Bar of New York was introduced last week by Sens. Jacob K. Javits and Kenneth B. Keating (both R-N.Y.).

Sen. Javits said the bill, drafted after

SPECIFY



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Electron Tube Division • Harrison, N. J.
Another Way RCA Serves Broadcasters through Electronics

a two-year study by the New York bar group, covers all employes in the government except the legislative branch and would prohibit:

(1) receipt of gifts, gratuities or favors given to a federal employe because of his government position or if the giver does business with the employe's agency or is regulated by it; (2) receipt of outside pay by a government employe for personal services unless the work is performed outside government hours and is not otherwise prohibited by agency regulations; (3) assistance by former government employes to others, whether or not for pay, in transactions with a government agency in which the employe formerly was involved. (This prohibition also would apply to partners of such former employes for a two-year period.)

The bill provides for a special office in the Executive Dept. which would obtain conflict-of-interest reports on presidential nominees to offices. These reports, made by the Justice Dept., would be provided to the Senate committee which holds hearings on the nomination.

The New York bar group recommended a study covering similar problems in the Legislative Branch.

An identical bill (HR 10575) was introduced in the House by Rep. John Lindsay (R-N.Y.). The House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.) currently is holding hearings on bribery and conflict of interest bills.

Calif. congressman seeks divorcement

Divorcement of broadcasting from manufacturing of broadcast equipment and radio and tv sets because of "unwholesome" influences was urged last week by a California congressman.

Rep. Harry R. Sheppard (D-Calif.) said an equipment manufacturer who operates a network is in a position of "temptation" to require a station to buy its equipment by threatening to cancel its network affiliation, a "life or death matter with individual stations." He asked that broadcast licenses be denied to a company which holds 25% or more of a company which manufactures broadcast equipment or sets.

Rep. Sheppard did not explain why a manufacturer of sets only should be denied a station license except to say (after noting that new tv stations spend from $250,000 to $500,000 on equipment and radio stations spend up to $150,000): "It can thus be seen that the manufacturers have a big stake in the broadcast field and because of it they will attempt to influence broadcasting operation to serve their best interests as manufacturers of equipment."

The California congressman was not available for comment Thursday. His office said it does not know whether he has received complaints or intends to introduce a bill implementing his proposal.

IN THE HILL HOPPER . . .

Here are capsulized versions of new legislation of interest to broadcasters and advertisers:

S 3080. Sens. Jacob K. Javits and Kenneth B. Keating (both R-N.Y.) and William Proxmire (D-Wis.)—intended to strengthen and codify bribery laws in government, prohibits conflict of interest of all government employes other than in legislative branch and restricts present and former government employes in performing services for those who transact business with the government or are under government regulation. Judiciary Committee. Feb. 23.

HR 10605. Rep. John E. Moss (D-Calif.)—designed to protect individuals and others against defamatory or otherwise injurious statements made in broadcast interview or discussion programs purporting to be spontaneous and unrehearsed. Commerce Committee. Feb. 23.

HR 10609. Rep. Kenneth A. Roberts (D-Ala.)—provide matching grants totaling $52 million to states to plan and build educational tv stations and develop programs. Commerce Committee. Feb. 23.

HR 10657. Rep. Dante B. Fascell (D-Fla.)—designed to prevent improper influences on federal agencies, with penalties for those who would influence and those influenced. Commerce Committee. Feb. 25.

Breach of contract charged in Ariz. case

The FCC last week was asked to defer action on the sale of three Arizona broadcast stations because of an alleged breach of contract.

Willard R. and Wilma Shoecraft told the Commission that they had an option to purchase KCKY Coolidge, KWJB Globe and KVNC Winslow, all Arizona, from the Gila Broadcasting Co. They asserted that they had paid $1,500 as an option agreement to L.F. Hunt, licensee president in October and had agreed to purchase the three stations within a 40-day period for $23,000. However, the Shoecrafts said that Gila Broadcasting "refused to accept the money," and entered instead into a deal with the Earl Perrin Co. for the sale of all five of their stations.

The Shoecrafts have asked the Commission to defer action because they are suing Gila Broadcasting for an amount in excess of $100,000. They say any FCC action "would have an effect upon the litigation and might well influence . . . the court."

Gila Broadcasting, aside from the three stations mentioned in the complaint, also owns KGLU Safford and KCLF Clifton, both Arizona.

Moss introduces bill on radio-tv defamation

New restrictions on broadcasters to protect individuals and groups from "defamatory or otherwise injurious statements" made on the air were proposed last week by a member of the House Legislative Oversight Subcommittee.

Rep. John E. Moss (D-Calif.) introduced a bill (HR 10605) which would require stations to secure the names of persons appearing on interview or discussion programs, tape the programs and keep both 90 days for inspection by anyone interested.

For such programs purporting to be unrehearsed, the bill would require an announcement that people on the program were "coached or rehearsed in advance" if such was the case.

The Moss bill would provide for one-week suspension of licenses of stations which violate its provisions or those presently in effect which require a station to announce when it has been paid for making a broadcast.

A memorandum circulated among subcommittee members last December listed alleged complaints that some stations had conducted man-on-the-street and other interview programs in which persons not identified on the programs made defamatory remarks about political and other figures (BROADCASTING, Dec. 21, 1959).

• Government briefs

Petition granted • The FCC last week granted a joint petition by WAUB and WMBO, both Auburn, N.Y., to terminate proceeding on the application of WAUB for a new am station and WMBO for license renewal. WMBO protested the May 1958 grant to WAUB on economic injury grounds. The FCC, accepting the protest, ordered WMBO to apply for renewal so that the Commission could decide in a comparative hearing which applicant could best serve the community if it found two Auburn stations would be inimical to the public interest (BROADCASTING, Dec. 28, 1959). The FCC last week granted the joint petition and placed the renewal application for WMBO in the pending file.

International operation • Global Broadcasting Co. has received an FCC grant for an international broadcasting station with transmitter to be located in Forney, Tex. The station, fourth such international operation authorized, will beam programs to British Guiana, Colombia, Ecuador, Venezuela, Surinam, Peru, Bolivia and Brazil. It will operate

on 15,810 kc in the international band with 50 kw directional antenna. Global is owned by Albert L. Crain and S. Lee Braxton.

Wants new ID • WESH-TV Daytona Beach, Fla., has asked the FCC to waive Sec. 3.652(a) of its rules to allow the station to include Orlando with Daytona Beach in its identification. The station said it is not seeking to "remove ch. 2 from Daytona Beach to Orlando," but seeks to give recognition to service it actually performs and renders in Orlando.

Conelrad note • Confusion arising from the availability of surplus generators for radio and tv stations has prompted an FCC directive by Defense Commissioner Robert E. Lee designed to clear up the situation. The directive re-emphasizes the fact that generators obtained under the civil defense surplus property program may be installed only in those stations that are involved with Conelrad operations.

Questions for KDYL

The FCC has advised KDYL Salt Lake City that it wants to take a thorough look at the past and present ownership of the station. In a McFarland letter, the Commission said the station's applications for transfer of control and renewal of license indicate the necessity of holding a hearing.

Pending is an application filed in October 1959 to transfer control (50%) of station from Chester L. and Hildred R. Price to Samuel L., Zelpha U. and O. Larry Gillette for $9,900. FCC pointed out that (1) an application for renewal, filed last summer, listed the Gillettes as 100% owners and did not mention the Prices; (2) application for transfer is "deficient, unresponsive and inconsistent . . ." with ownership records (listing Prices as co-owners) now on file, and (3) that one Milt Hale exercised control of the station for 8 months in 1959 through a lease arrangement with Samuel Gillette in violation of FCC rules.

EQUIPMENT & ENGINEERING

RCA develops super television tube

A tube strong enough to bounce a tv picture through space and halfway around the world has been announced by Radio Corp. of America, Harrison, N.J. D. Y. Smith, vice president-general manager of the electron tube division, said the tube's average output is four times greater than any existing tube at its frequency rating. It is 17 inches high by 14 in. diameter, about the size of a nail keg, and will produce 5 million peak watts of long-pulse power at an average power level of 300 kw and frequency of 450 mc. It is tagged developmental type A-2346. Potentialities include outer space communications, intercontinental tv, missile guidance, radar and global scatter transmission.

New research center

Sylvania Electric Products Inc. has announced plans to build a new electron tube research and development center in Emporium, Pa. Matthew D. Burns, president of Sylvania Electron Tubes Div., said that the new center will be part of an intensified research program "to improve the performance and life of existing tube types and to develop new tubes to meet the increased demands of the entertainment, industrial and military markets."

• Technical topics

Switching system • Telecontrol Corp. of Gardena, Calif., is offering a new simplified method of switching multiple circuits in tv operations. Called the "building block" system, it permits simultaneous multiple circuit switching with a reduced investment in equipment for live video picture-to-picture switching. Module has transistor power drive and dual rotary stepping switch assembly with choice of 10 or 20 outputs.

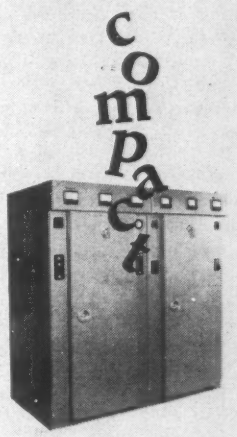
New tape cartridge • Broadcast Electronics Inc., Silver Spring, Md. has entered into an agreement with Visual Electronics for exclusive distribution to the broadcast industry of the Spotmaster Tape Cartridge Recording and Playback units. Visual Electronics specializes in the sale of technical equipment to the industry. The Spotmaster units are specifically designed to fill the need for tight programming of spots and commercial announcements through the use of continuous loop tape cartridges and electronic pulse cueing, Broadcast Electronics claims. Models of the 1960 Spotmaster will be on display at the forthcoming NAB Convention in Chicago.

Relay system • The broadcast equipment division of Sarkes Tarzian Inc., Bloomington, Ind., has announced the development of mircrowave relay equipment for use in tv relay interconnection. Designed primarily for multihop requirements, the equipment is comprised of a terminal transmitter, terminal receiver and heterodyne repeater. The advantage of heterodyne is the absence of demodulation. The relay can handle simultaneously wideband tv video signals and two 15 kc audio channels. Suitable sound diplexing equipment is available for either single or dual sound channel operation. The company says the first multi-hop system will be installed in March.

New zoom • Taylor, Taylor & Hobson of Leicester, England, a division of Rank Precision Industries Ltd., has announced the development of a new zoom lens for image orthicon tv cameras. The new lens has a focal range of 2 to 40 inches. The lens will be flown to RCA at Camden, N.J., for evaluation and will be exhibited at the NAB convention in Chicago in April.

New Zoomar lens • Television Zoomar Co., N.Y., announced the availability of a recently developed Zoomar lens called the Super Universal Model No. 88, computed and designed to be interchangeable on all four and one-half inch image orthicon cameras. The lens has a range of two and one-half to 72 inches. Price: $1,000.

Continental Transmitters



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TV WILL BE FILMLAND DISTRIBUTOR

Hollywood spokesmen say studios will engulf broadcasting

Mr. Independent Tv Filmmaker move over and make way for the majors.

In essence this was the message last week from Rodney Erickson, head of Rodney Erickson Enterprises and consultant to Warner Bros. The one-time Young & Rubicam radio-tv programmer shared a Radio & Television Executives Society podium in New York with a spokesman for one of the majors, John B. Burns, director of national sales, MGM-TV.

Television, Mr. Erickson asserted, is becoming a distribution channel for the Hollywood major studios. In time, he predicted, the typical major movie company will be run very business-like with top management principles.

The studio, he concluded, hardly will resemble what has been conventional in recent years. For one thing, he said, the "family" management or nepotism era in studio management has about vanished. The hard-look financier has gained control, though creative minds continue to oversee production.

The future Hollywood major will have tv and radio stations, station representation firms, produce tv films and distribute them worldwide, will produce tv commercials and industrial films as well, while distributing features to three outlets—pay television, commercial tv and to theatres. Thus, he indicated, the major studios will "minimize the gamble" in multi-million dollar feature production.

Mr. Erickson pointed to negatives of hour-long film series now held by the majors, such as Warner Bros., with which he is associated. He said the market value of 500 such negatives (of all hour-long shows produced for tv by Warners) once had been placed at $25,000 per negative (or a total $12.5 million) but that they probably could command "much more." Eventually, he said these hour-long shows will be sold for repeat use on television in time slots now occupied by tired features.

Big Size • Mr. Erickson predicted a continued trend to what he called "inverse acquisition"—that of tv interests acquiring motion picture studios. He cited the purchase of Universal Studios by MCA's Revue; Desilu's move into Republic Studios, and an expected move by Four Star Productions to expand its operations so it can produce for motion pictures as well as for tv.

He noted also that there will be keener competition among the eight movie majors already in television. He predicted more one-hour shows on network tv and asserted the magazine concept already is on the scene. The "tonnage users" (soaps, cigarettes and the like) are buying frequency and circulation by engaging in multiple-sponsorships, he said, and already have lost program identification while apparently not regretting the development. Mr. Erickson thought the single-sponsor shows may survive but only along the fringes. He noted, too, that it was daytime programming which has opened up the method of multiple buying.

Firestone's Last Stand • Mr. Erickson was very vocal on one particular phase of tv patterns: Advertiser financing of programming has not worked out, he declared, and the advertiser's "control" of programming is negligible as a result. The Firestone Tire & Rubber Co. lost the battle to preserve its *Voice of Firestone* on ABC-TV. He said this is an example of the last of the so-called stubborn advertisers wishing to program what the country club set "might like" whether or not the audience favors such programming.

He declared that "Nobody will take Grandma Firestone's music ever again. Nobody can afford a show like that again."

As for the film syndicator, Mr. Erickson could find only poor pickings on station schedules. The market, he asserted, was limited tightly by network programming, by a scarcity of four or more station markets and by the pricing of ex-network properties in syndication. He said the syndicator faces an enormous financial risk. A network contract now guarantees a profit for the film series producer, he explained.

RODNEY ERICKSON
Makes his point as John Burns (left) listens

Rising income from tv cited by MGM's Vogel

Television is the second "great source" of revenue for Metro-Goldwyn-Mayer Inc., President Joseph R. Vogel told stockholders at an annual meeting last week. The corporation formally adopted the new name at the meeting (it had been part of parent Loew's Inc.,

which has been separated into two parts by a government consent decree).

Mr. Vogel said the great bulk of tv revenue comes from licensing of pre-1949 films for tv and that during the year just ended 42 additional licenses were granted on contracts that will produce more than $5 million. He said that since the start of licensing by MGM of its feature library, a total of $56 million in contracts had been signed, of which $31 million still is to be paid out to the company.

He noted also the sale by MGM-TV of *The Islanders*, an hour-long series, to ABC-TV for the new season. MGM-TV also has announced that it will discontinue competitive bidding for commercial and industrial film production, placing it on a more selective basis.

Britannica announces newsfilm winners

Bill Birch, NBC Chicago News, was selected as "cameraman of the year" in the newsfilm category of competition sponsored jointly by Encyclopaedia Britannica, U. of Missouri School of Journalism and National Press Photographers Assn.

An award for the best "newsfilm station of the year" and special citations to six others for newsfilm coverage will be announced this week. The competition, now in its 17th year, also includes still photography, to be announced in April.

Mr. Birch won first prize in general news ("Little Rock Riots") second in documentary ("Fourth Coast"), and a special citation for sound-on-film on Little Rock footage. Gene Barnes, NBC, Hollywood, also won a sound-on-film citation.

Other award winners:

Spot news: First prize, "Kansas City Fire," Joe Adams, KMBC-TV; second, the Barnes footage on "Chavez Ravine." Two entries received honorable mentions; "Limerick Gun Battle" by Nuzi Casavola, WGAN-TV Portland, Me., and "Mad Killers," by Irving Smith, NBC, New York.

General news: Mr. Birch, first prize with "Little Rock Riots;" "Nicaraguan Invasion" by Marion Biasette, CBS, Boston, second prize; "Umbrella Man" by Jesse Sabin, NBC, New York, third prize, and "Child's Funeral" by Donald Heilemann, WITI-TV Milwaukee, honorable mention.

Feature: First prize, "Four Mood Featurettes," by Scott Berner, WKY-TV Oklahoma City; second, "Lost Children," by Maurice Levy, NBC-Dallas; third, "Lincoln Memorial" by Mr. Sabin, and honorable mention to "Paper Back Books" by Mr. Levy.

Documentary: First prize, Henry Toluzzi, NBC, assigned to Africa, with "Operation Noah;" second, Mr. Birch's "Fourth Coast;" third, Tom Priestley, NBC, New York, for "Brookhaven Laboratories," honorable mention, James Bennett, KLZ Denver, for "Know Your Senator;" and Joseph Oexle, NBC, Berlin, for "Rhine River;" and a special citation to Max Wolf, KWTV-TV Oklahoma City, for outstanding public service in the entry "Safe Driving."

Ted Rickman, Hearst Metrotone News, won special recognition for the best over-all coverage of a sports subject for the film "Joe Hardy in Person."

Tv improvement aired in West Coast meet

Time, or the lack of it, is the chief obstacle in the path of improving the quality of tv programming according to a panel of experts who discussed "How Are We to Improve the Quality in Television" Wednesday (Feb. 24) at a meeting of the Los Angeles Chapter Academy of Television Arts and Sciences.

Jim Backus, actor-author, best known as the voice of Mr. Magoo, was moderator of the panel members who were Cornwell Jackson, J. Walter Thompson, vice president, Dr. Abraham Kaplan, UCLA professor of philosophy; David Levy, NBC-TV vice president in charge of programming and talent; Fletcher Markle, producer-director; Hubbell Robinson, production head; David Swift, writer-director.

Unlike the movies where he was given ample time for full production, Mr. Swift stated that tv is an advertising medium and that the advertiser pays the bill and runs the operation.

This viewpoint was vigorously challenged by Dr. Kaplan. "You can't accept that answer," he told the writers, directors, producers. "You are custodians of a public medium. You dare not accept the premise that he who pays the piper calls the tune."

Agreeing that tv is a "breathless medium with vicious deadlines," Mr. Levy pointed out that NBC and the other networks give creative artists ample opportunity to work in the medium without interference. It's unreasonable for critics to expect to find an O'Neill drama every time they turn on their tv sets, he said.

Mr. Jackson said that advertisers and advertising agencies are always on the lookout for creative talent and to give it its head in hopes of finding another Gene Rodney with another "Father Knows Best" up his sleeve. "Don't feel it's a sin to be sponsored," he counseled, noting that many of the world's greatest artists throughout history have also been sponsored.

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WRITERS GUILD WINS A ROUND

WGA to share studio's take in post-'48 film sales to tv

First major breakthrough in the strike of Writers Guild of America against the major motion picture producers came Wednesday (Feb. 24). Universal-International film studios agreed to a contract which guarantees writers a share of revenue producers get from the sale of theatrical films to television.

Under the new agreement, writers will receive 2% of all proceeds from the sale of post-'48 theatre pictures to tv after deduction of 40% to cover distribution costs. WGA originally demanded 4% of the gross after distribution expenses had been deducted.

The WGA-U-I agreement, which runs for five years, was approved by the guild's board Wednesday afternoon and ratified by a membership meeting that evening. Writers were expected to return to work immediately on pictures now in production at U-I.

The contract is not contingent on agreements which may be made with any other guild or union, a WGA spokesman said. It provides that WGA may reopen the contract to negotiate terms covering films made exclusively for pay tv after two years and three months from the date the contract is signed.

Although technically still a member of the Assn. of Motion Picture Producers, U-I last Nov. 3 notified AMPP of its desire to withdraw and, under the membership agreement, its membership in the association will terminate May 3 (six months after the notification).

For the past two weeks, U-I has been in negotiations with Screen Actors Guild and presumably will conclude a new contract with this guild as well as with WGA.

SAG has also been holding almost daily negotiation sessions with a group of independent movie makers and a contract here is expected within the week. The majority of the independent producers (43 out of 56) have already signed with WGA leaving only 13 of these companies on the writers' strike list.

On Thursday (Feb. 25) AMPP and SAG representatives held their first meeting since Feb. 2. Neither side would comment on the meeting beyond the fact that it had been held and that they would meet again early this week.

Before the Thursday meeting, however, SAG announced that it has set next Monday (March 7) as the date for its strike.

On Another Front • Screen Actors Guild has set next Monday (March 7) as the date of its strike against motion picture production companies, if talks now in progress fail to produce an agreement.

Concurrently, SAG and the producers of films for television agreed to extend the expiration date of their current contract from March 31 by not more than 60 days, or until May 30 at the latest.

The SAG strike call against the theatrical motion picture producers was sparked by the producers' refusal to discuss the subject of additional payments to actors and other workers on theatrical pictures when these pictures are sold to television. To SAG these would be extra payments for extra use of the films. To the producers they are double pay for a single job. The same issue was responsible for the strike of the Writers Guild of America against the major movie companies, which has been in progress since Jan. 16. WGA has also been on strike against the tv film companies since that date.

Last week, WGA reported that because of the strike many tv producers have been unable to complete the full season's quota of 39 episodes for their series. They are being forced to start their summer reruns in April instead of June.

SAG listed *Wagon Train, Real McCoys,* Robert Taylor's *The Detectives, Wanted Dead or Alive, 77 Sunset Strip, Laramie, Bourbon Street Beat, Donna Reed Show, Hawaiian Eye, Dennis the Menace, Lawman, The Alaskans, Johnny Ringo* and *Adventures in Paradise* as examples of programs forced into early reruns because of a shortage of scripts caused by the writers' strike.

Ain't So • A spot check of several Hollywood producers revealed no agreement with the WGA statement that early reruns will be needed. Most of the programs are in good shape scriptwise for the remainder of this year, it was said, with no real problems for the producers unless the strike should continue long enough to interfere with preparation of programs for the new season starting next fall.

The three television networks in New York also challenged WGA's assertion that reruns will come earlier this year. A spokesman for CBS-TV said "For the most part, our rerun schedule will be as planned and only a few series will be moved up about a month." An NBC-TV official claimed that the strike is not causing any revisions in its rerun time-table. An ABC-TV spokesman said the network "is considering no changes at this time."

Guild representatives are scheduled to meet with network officials in New York on Thursday (March 3) to discuss the union's demands for a new contract covering live tv and radio staff and freelance writers. WGA is reported to be seeking a 15% hike in staff wages; a 50% increase in free-lance program fees and a provision for 4% of the absolute gross foreign receipts of tapes or kines used abroad.

Currently staff newswriters at NBC earn $202 weekly, with no overtime provisions. Those at CBS and ABC earn $182 for a 40-hour week and time-and-a-half for overtime. The freelance minimum rate is $800 for a half-hour and $1,200-$1,500 for an hour program on a commercial basis. The sustaining rate is 85% of the commercial fee.

The live tv and radio contract with ABC, NBC and CBS expires on March 31. Mutual is not included in the pact, since it does not employ staff or freelance writers.

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Foreign Sales • Recognition of the right of the writer to share in proceeds of foreign sales has been a major stumbling block in WGA negotiations with the producers of tv films. So far, the producers have not conceded the point. Previous contracts with the tv departments or subsidiaries of motion picture producers, the Alliance of Television Film Producers and the film production divisions of the tv networks do not call for any payment to writers for foreign telecasts. The WGA board has not called a strike against the tv networks over the tv film contract as it has against the other tv film production companies. However, such a strike has been authorized by the WGA membership. Presumably WGA's reason for not calling a network strike in the tv film field is to use negotiations there as leverage against the networks in their live tv negotiations and their live tv negotiations as leverage in the tv film discussions.

CBS-TV has signed a contract with Directors Guild of America for the filmed programs it produces. It is the first such contract the network has ever had. Formerly the studios at which CBS-TV films were made were considered to be the employers of the directors and these studios had contracts with Screen Directors Guild (since Jan. 1 a part of DGA). The CBS-DGA pact runs only until April 30, when the guild's contract with all film producers, theatrical or tv, expires. Main effect, therefore, is to permit CBS to sit in on negotiations of the new agreement.

Neither ABC nor NBC has signed a DGA film contract. All three networks are signatories to Radio-TV Directors Guild (now, like SDG a part of DGA) contracts covering the employment of directors for live programs on radio and television. These contracts run through the balance of this year, to Dec. 31, 1960.

• Film sales

Play of the Week (NTA)

Sold to WGN-TV Chicago, WAFB-TV Baton Rouge, KFSD-TV San Diego, WSB-TV Atlanta and WDSU-TV New Orleans.

Now in **15 markets.**

Trackdown (CBS Films)

Sold to WGAL-TV Lancaster, Pa.; KJEO (TV) Fresno, Calif.; KODE-TV Joplin, Mo.

Now in **65 markets.**

Mr. Adams and Eve (CBS Films)

Sold to KROD-TV El Paso, Tex.; WGAL-TV Lancaster, Pa.

Now in **47 markets.**

Air Power (CBS Films)

Sold to KRDO-TV Colorado Springs, Colo.

Now in **31 markets.**

You Are There (CBS Films)

Sold to WMT-TV Cedar Rapids, Iowa.

Now in **35 markets.**

Fury (Independent Television Corp.)

Sold to Canadian Broadcasting Corp. for both English and French networks. Half of series to be on full station lineup of English network will be sponsored by General Foods, sponsor of program currently on NBC-TV (Sat. 11-11:30 a.m.).

National Football League Presents (Peter De Met Productions through World-Wide Tv Sales Corp.)

Sold to WOR-TV New York; KHJ-TV Los Angeles; WSM-TV Nashville; KXGO-TV Fargo, N.D.; WFBC-TV Greenville, S.C.; WSUN-TV St. Petersburg, Fla.; WEAT-TV West Palm Beach, Fla.; WRC-TV Washington; KXMC-TV Minot, N.D.; KXJB-TV Valley City, N.D.; KBMB-TV Bismarck, N.D.; KXAB-TV Aberdeen, S.D.; KCRA-TV Sacramento, Calif.; KBAK-TV Bakersfield, Calif.; KJEO-TV Fresno, Calif.; KOLO-TV Reno; KVIP-TV Redding, Calif.; WKRC-TV Cincinnati; WFGA-TV Jacksonville, Fla.; WCCO-TV Minneapolis and WXYZ-TV Detroit.

Now in **78 markets.**

The Phil Silvers Show (CBS Films)

Sold to KMMT (TV) Austin, Minn.; KXGN-TV Glendive, Mont.

Now in **120 markets.**

Whirlybirds (CBS Films)

Sold to KOOK-TV Billings, Mont.; WSLS-TV Roanoke, Va.; KTTS-TV Springfield, Mo.; KGNC-TV Amarillo, Tex.; KHQ-TV Spokane, Wash.; WIBW-TV Topeka, Kan.; KPLC-TV Lake Charles, La.; KSYD-TV Wichita Falls, Tex.; WDAM-TV Hattiesburg, Miss.; KWTV(TV) Oklahoma City, Okla.; WOAI-TV San Antonio, Tex.; KCPX-TV Salt Lake City; KSD-TV St. Louis; KOAM-TV Pittsburg, Kan.

Now in **208 markets.**

Amos 'n' Andy (CBS Films)

Sold to KXLY-TV Spokane, Wash.; WDAU-TV Scranton, Pa.; WIIC(TV) Pittsburgh, Pa.; KXTV(TV) Sacramento, Calif.; WCYB-TV Bristol, Va.; KROD-TV El Paso, Tex.; WBRC-TV Birmingham, Ala.; WDSU-TV New Orleans.

Now in **222 markets.**

• Program notes

Outstanding • Lauren Chapin, "Kathy" in *Father Knows Best*, and Eddie Hodges, who played Frank Sinatra's son in the motion picture, "Hole in the Head," won the 8th annual Mars Gold Star Awards as outstanding juvenile stars of 1959. Winners were picked by vote of the nation's tv and entertainment editors. Awards were presented by Bob Barker on NBC-TV's *Truth or Consequences*, Wednesday (Feb. 24).

Way out West • The adventures of a press agent in the early West will be depicted in the *Drumbeaters*, starring Tony Randall, a projected CBS-TV comedy series. Packagers are R.G. Productions and Bonnaker Production. A pilot will be produced in Hollywood, it was announced, with Abner J. Greshler as executive producer, and Ed Montagne, producer. The series was created by Billy Friedberg and Doc Simon.

Live-film programmer • Sextant, Inc., N.Y., has been formed as a tv and motion picture production company with offices at 510 Madison Ave., telephone Eldorado 5-5633. Robert D. Graff, staff producer-director at NBC-TV for the past seven years, will become president of Sextant, effective March 8. The company plans to pro-

duce both live and film tv programs and will announce its four properties and other projects within the next week. At NBC-TV some of the productions on which Mr. Graff worked were the *Wisdom* series, *Assignment Southeast Asia* and *Assignment India.*

Change in hq • MCA-TV Ltd. reports that its international headquarters henceforth will be at the offices of MCA Canada Ltd. at 180 University Ave., Toronto, Canada. It will be under the supervision of Peter McDonald and Gunnar Rugheimer, vice presidents of MCA Canada Ltd., with Mr. Rugheimer covering the Western Hemisphere and Mr. McDonald the Eastern Hemisphere.

'Spearhead' public affairs • WBTV (TV) Charlotte, N.C. has come up with a new public affairs program series titled *Spearhead.* Scheduled for prime evening hours, the series will depict the progress of the Carolinas in programs of varying lengths. First show (1½ hours) featured a team of Charlotte surgeons performing open-heart surgery on a 4-year-old girl. Other programs will include a 15-hour telethon in behalf of the Fine Arts Fund, participation in a SAC bomber raid on the city and entertainment features. The series is produced by Robert L. Rierson, WBTV program operations manager.

Ciro's series • Paramount Television Productions has closed a deal with Frank Sennes, night club impresario, to tape and syndicate a musical variety series to be called *Celebration at Ciro's,* taped at that Hollywood night spot. A 30-minute pilot was filmed Feb. 15. Mr. Sennes is executive producer and Larry Peerce is director.

Dickens on tv • Video-Tel, N.Y., has obtained distribution rights to a new half-hour tv series, *Tales From Dickens.* Negotiations for the contract were handled by Joseph Brandt, Video-Tel consultant, and Harry Alan Towers, British producer of the series.

ORBIT

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 27, March 1-4, 7-9 (6:30-7 a.m.) **Continental Classroom.**

Feb. 27, March 1-4, 7-9 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Feb. 27, March 1-4, 7-9 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Feb. 29 (10-11 p.m.) **Ponds Presents Paris a la Mode,** Ponds through J. Walter Thompson.

March 1, 8 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

March 1, 8 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

March 2, 9 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

March 2, 9 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 3 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

March 4 (8:30-9:30 p.m.) **The Art Carney Show,** A.C. Sparkplug through Campbell-Ewald and United Motors Service/General Motors through D. P. Brother.

March 4 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

March 5 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

March 5 (10:30-11 a.m.) **Ruff and Reddy Show,** Bordon through Benton & Bowles.

March 5 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

March 5 (9:30-10:30 p.m.) **Journey to Understanding,** American Motors through Geyer, Morey, Madden & Ballard and Norelco through C. J. LaRoche.

March 6 (1:30-2 p.m.) **Frontiers of Faith.**

March 6 (8-9 p.m.) **Breck Sunday Showcase,** Breck through Reach, McClinton.

March 6 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

March 7 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

International expansion • Independent Television Corp. is expanding its sales force with a new office in Mexico, a second branch in Canada and arrangements for sales and dubbing in Brazil. Henry Ehrlich heads the Mexican office. The new Canadian base is in Montreal, staffed by William B. Clapham, manager, and Donald Roe, sales representative. Both report to Toronto where John E. Pearson heads ITC of Canada Ltd. In Brazil, Cine-Castro Labs has signed an exclusive agreement to sell ITC products and dub in Portuguese. ITC currently has a portfolio of 22 shows sold in 43 countries.

Tv information • WNDU-TV South Bend, Ind., has inaugurated a series of five minute programs designed to give listeners a clearer and more comprehensive idea of what the television industry is trying to accomplish. According to W. Thomas Hamilton, general manager of the Notre Dame U. station, the series covers such areas as advertising and general welfare; broadcasting in the public interest; careers in tv, and the tv generation. Mr. Hamilton delivers the talks.

Youth forum • A series of programs which bring together leaders in various fields discussing the problems facing youth has been started by WLAC-TV Nashville, Tenn. Dr. Ray Balester, a professor in psychology at Vanderbilt U., and Mrs. Ruth Talley, WLAC-TV public relations director, serve as co-moderators. The programs are filmed and are made available to tv stations throughout the state and to schools and social organizations.

Free film • *The Commonwealth of Nations,* a public service tv film series, will be available to stations after April 1 through the British Information Service at no charge. There are 13 half-hour films in the series dealing with history and current affairs of the British Commonwealth. They were produced by the National Film Board of Canada. Each film presents a comprehensive camera report on various cultures customs, traditions and philosophies of the member nations of the British Empire.

Bar series • ABC-TV has engaged Hubbell Robinson Productions to prepare a new one-hour series entitled *Logan, A Lawyer's Story* for the network's 1960-61 season. Scheduled to start production late February at Revue Studios in Hollywood, the series will offer fictionalized versions of unusual litigations as experienced by a young New York attorney, it was said. Mr. Robinson is executive producer and Jules Bricken, producer.

Cartoon comeback • Manhattan Productions Inc., N.Y., has acquired 260 *Winky Dink & You* cartoon for syndication, with stations participating in returns on tracing kits sold in conjunction with the show. *Winky Dink & You* was on CBS-TV for 3½ years. The cartoons run 5-6 minutes and can be used alone

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or with live scripts also in the package. Frank Abrahams, former Goodson-Todman Productions writer who left to establish Manhattan, said that sale of the tracing kits could be handled by stations, or through retailers or from New York. More than 10 million were sold at 50 cents during the network run, he said. Manhattan Productions is at 232 E. 79th St., New York 21. (phone Butterfield 8-5106).

Tax story available • The prize-winning film by the Internal Revenue Service, *Since the Beginning of Time,* is now available for telecasting in either color or black and white. The prize was awarded by *Film Media* magazine. The 27-minute documentary, which relates the behind-the-scenes story of the IRS, is complete with sound, commentary and musical score. Interested stations should contact the District Director of Internal Revenue in their own areas of operation.

Sea series set • Screen Gems, Hollywood, has entered into a co-production deal with Jana Enterprises for a new series, *Sea Rover.* It's a creation of Art and Jo Napoleon; Harry Ackerman is executive producer.

Etv gets 'Viruses' • The U. of California, with a grant of $109,980 from the National Science Foundation, will make a series of eight half-hour films. The films, designed for educational television and for use in schools, will be called *The Nature of Viruses.* They will be distributed through the National Educational Television & Radio Center. Production will be handled by etv station KQED (TV) San Francisco.

New TCF-TV series

20th Century Fox Television is to produce a new half-hour series, *Hong Kong,* for ABC-TV. The series will star Rod Taylor. TCF-TV also has completed plans to produce another new tv series with "faith and religion" as the theme. It would use family situations with contemporary religious themes and have a "continuing character." The company also has three pilots for other series to be ready for screening within two weeks.

Directors' tv awards

Phil Karlson won the top tv film award of Directors Guild of America for his direction of "*The Untouchables,* Parts 1 and 2." The shows which were filmed by Desilu Productions, with Vincent McEveety as assistant director were later made into a series. Others honored for outstanding tv film directorial achievements during 1959 at DGA's annual awards banquet Feb. 6 were: John Brahm, for "Time Enough at Last" segment of *Twilight Zone,* filmed by Cayuga Productions with Edward Deanault as assistant; Robert Florey, for "The Innocent Assassin" program of *Westinghouse-Desilu Playhouse,* filmed by Desilu with Mr. McEveety as assistant; Tay Garnett, for "The Jake Lingle Killing" segment of *The Untouchables,* filmed by Desilu with Mr. McEveety as assistant; Chris Nyby, for "The Jenny Tannen Story" segment of *Wagon Train,* filmed by Revue Productions, with Carter DeHaven Jr. as assistant; Don Weis, for "Survival," a program of the *General Electric Theatre* series, filmed by Revue with Hilton Green as assistant.

Radio short-subjects

Banner Radio has been formed as a new radio programming division of Banner Films Inc., New York, with Murray Grabhorn appointed sales manager. The new division has a short-subject catalog that can provide programming for radio stations with exclusivity granted in individual markets.

The new service has five-minute and one-minute shorts using name talent: Joey Adams and guests, Lou Parker, Titus Moody, Ann Thomas (Maurine the maid), Ken Delmar (Sen. Claghorn) and personalities in sports and other fields.

FATES & FORTUNES

Broadcast Advertising

MR. MATHEWS

• DAVID MATHEWS, director of network programming for Fuller & Smith & Ross, Los Angeles, named vp. He will head agency's west coast tv production which is in midst of great expansion.

• JOHN V. DOYLE, HAROLD J. HUBERT and JOHN W. CLASON, account supervisors, Campbell-Ewald Co., Detroit, named vps. Mr. Doyle is supervisor on General Motors institutional advertising, Mr. Hubert on Burroughs Corp. and National Steel Corp. and Mr. Clason on Firestone Tire & Rubber Co.

• WAYNE STUART-BULLOCK and GENE FEDERICO join Benton & Bowles, N.Y., as creative supervisor and art group head, respectively. Mr. Stuart-Bullock formerly was group head at McCann-Erickson; Mr. Federico was art director with Douglas D. Simon Adv., there.

• R. RICHARD CARENS, account supervisor, and KENNETH W. PRICE, account executive, named vps at Doherty, Clifford, Steers & Shenfield, N. Y.

MR. MUNSELL

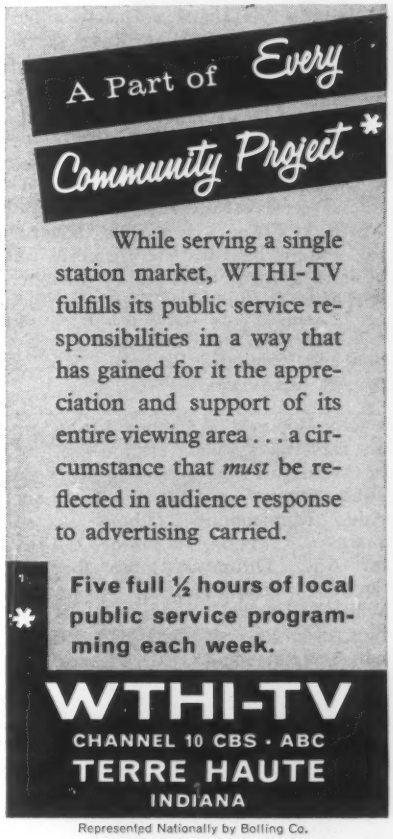
• BILL MUNSELL, vp of Campbell-Mithun, Minneapolis, transfers to Los Angeles office in expansion move. He joined agency in 1958 as account executive. He previously was merchandising manager of *Des Moines* (Iowa) *Register* & *Tribune.*

• BROOKS EMORY, formerly senior vp of Lennon & Newell, joins BBDO, N.Y., as account group head on Warner-Lambert Pharmaceutical Co.'s Bromo-Seltzer account.

• DONALD SMITH, formerly senior account executive at Leo Burnett Co., and advertising and sales promotion director of Crosley-Bendix, appointed executive vp of Consumer Div. of Tobias, O'Neil & Gallay, Chicago.

• GEORGE GRISWOLD JR. promoted to director of publications of Bell Telephone Labs, N.Y., AT&T subsidiary. He is in charge of advertising and pr.

• CYRUS C. YOUNG, recently research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Community Project *
While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that must be reflected in audience response to advertising carried.
* Five full ½ hours of local public service programming each week.
WTHI-TV
CHANNEL 10 CBS · ABC
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account executive at BBDO, appointed director of development for Advertising Research Foundation, N.Y.

• RICHARD H. HEHMAN, account executive, and WILLIAM S. WHEELER, account supervisor, both Chicago, and WILLIAM E. MANSELL, account executive, and JOSEPH H. HOFFMAN, creative supervisor, both Minneapolis, all elected vps of Campbell-Mithun Inc. DANIEL W. KEEFE JR., formerly with McCann-Erickson, N.Y., to C-M, Chicago, as account executive.

• WALTER A. SCOTT and ALLAN NIXON join art department of Smith, Hagel & Knudsen, N.Y., as associate directors. Mr. Scott was art director at BBDO; Mr. Nixon, art director at Ellington Co., N.Y.

• G. NEWTON ODELL, formerly vp in charge of marketing and creative services at Joseph Katz Co., joins Compton Adv. as vp and account executive in Socony Mobil group.

MR. ODELL

• TAYLOR RHODES, director of research for Foote, Cone & Belding, San Francisco office, appointed director of media and research.

• GEORGE P. HALLER, formerly with J. Walter Thompson Co., to Rose-Martin, N.Y., as associate media director.

• ABBY RAND, account executive for Joe Wolhandler pr firm, named vp and publicity coordinator.

• NORMAN WARREN appointed corporate director of advertising and pr for Northrop Corp., Los Angeles advertising and pr agency. He formerly was vp and general manager of Fletcher, Richards, Calkins & Holden, that city.

• SIDNEY BELANOFF and ARTHUR KOVER join Kenyon & Eckhardt, N.Y., as project supervisors.

• KEN WARREN, Warren & Litzenberger, Davenport, Iowa, elected president of Mutual Adv. Agency Network for 1960, succeeding FRAN FABER, Faber Adv., Minneapolis. Others elected: JAMES C. TAYLOR, JR., James C. Taylor Adv., Ottumwa, Iowa, first vp; ARTHUR GERST, Gerst, Sylvester & Walsh, Cleveland, second vp; ROLLA NOLTING, Perry-Brown, Inc., Cincinnati, secretary, and GLADYS LAMB, Kelly & Lamb, Columbus, treasurer.

• GEORGE PECK, formerly with advertising sales department of General Electric Co. and associate of Robert C. Russell, Inc., forms own advertising agency. Named Peck Adv., new agency is located at 152 Barrett St., Schenectady, N.Y.

Agency charts its name • Fuller & Smith & Ross' Los Angeles office is the former Stromberger, LaVene & McKenzie agency that had a $5 million billing before it was merged with F&S&R which nationally is expected to compile above the $50 million mark this year. To dramatize the new name of the L.A. agency, an "eye chart" announcement measuring 24 inches by 36 inches has been tacked up on the reception room wall where it greets visitors as they step off the elevator. Holding a duplicate of the chart are Robert E. Allen (l), F&S&R's president, and Ted Stromberger, senior vice president.

• LEONARD D. DUNLAP, formerly with Pepsodent Div. of Lever Bros., to Henderson Adv., Greenville, S.C., as account executive.

• LEALAND E. RISK, previously vp and account executive at Charles A. Mottl, Beverly Hills, Calif., to D'Arcy Adv. Co., Los Angeles, as account executive.

• RICHARD D. COURTNEY, formerly with McCann-Erickson Chicago office, to Ketchum, MacLeod & Grove, Pittsburgh, as radio timebuyer.

• LARRY BUCHANAN named copy chief of Bevel Assoc., Dallas-Ft. Worth advertising and pr agency. Other appointments: JOE FARMER named account executive. JIM POWELL, on art staff, named production manager. ED JORDAN succeeds Mr. Powell.

• PETER HARTSUFF, formerly news correspondent with American Forces Network Europe Radio, joins copy staff of Kudner Agency. CHARLES DOUGHTIE rejoins Kudner as copywriter following year of freelancing.

• MARVIN WARTNIK, formerly with art staff of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, to MacManus, John & Adams, there, as assistant art director.

• JAN VAN EMMERIK, FRANK HOWLETT, and LOUIS SPINO named associate media director, assistant media director for broadcast buying and assistant media director for print buying, respectively, at Lennen & Newell, N.Y.

• CHARLES P. CULBERT and JACK PAGE join Robinson, Jensen, Fenwick & Haynes, Los Angeles advertising agency, as head of merchandising and account executive, respectively.

• DAVID MANBER, formerly copywriter at Young & Rubicam, to Donahue & Coe, in similar capacity.

The Media

MR. JACOBS

• JOSEPH J. JACOBS, formerly assistant general counsel of ABC, named general attorney of Metropolitan Broadcasting Corp. He previously was assistant to president of ABC on Legal and Broadcasting Div. affairs. He will headquarter in New York.

• DONALD COOKE, president of KRLA Pasadena-Los Angeles, assumes general manager position, succeeding EDWIN V. SCHULTZ who resigned. ARMAND LAMONT, sales executive at KRLA, promoted to general sales manager.

• GIBBS LINCOLN, vp and sales manager of KVI Seattle, Wash., named station manager, succeeding FRED VON HOFEN who resigned.

• ALAN LISSNER, operations manager of KBIG Catalina, Calif., appointed vp of John Poole Broadcasting Co., which operates station.

• DEL LEESON, formerly station manager and national sales manager of KDYL Salt Lake City, to KPAM (FM) Portland, Ore., as general manager.

MR. HAMILTON

• ARTHUR HAMILTON, station manager of WRCA New York, and VINCENT MITCHELL, manager of NBC-TV advance facility planning, appointed director of NBC's political broadcasting unit and manager, traffic political broadcasting, respectively. ALAN LIVINGSTON, vp Television Network Programs, NBC Pacific Div., resigns, effective early this summer.

• MARTIN J. WELCH, formerly sales manager of KTYL and KBUZ, both Phoenix, to KEOS Flagstaff, all Arizona, as general manager.

• ROBERT B. HARDENBERGH, formerly with Chicago office of The Bolling Co., station rep, to WCOG Greensboro, N.C., as assistant station manager.

• BERNIE KAY, formerly salesman at KOYL Storm Lake, Iowa, to KCSR Chadron, Neb., as sales manager. LARRY O'TOOLE, formerly air personality at KLIL Estherville, Iowa, joins KCSR as program director.

• CURT WHITE, program director and air personality at WDMV Pocomoke City, Md., named general manager.

• ED MCMULLEN and GALE BLOCKI named regional sales coordinators of WINS New York. Mr. McMullen was on sales staff of WINS and Mr. Blocki was account executive with The Bolling Co. Mr. McMullen will operate from New York; Mr. Blocki headquarters in WINS newly-opened Chicago office (333 N. Michigan Ave. Telephone: STate 2-1775).

MR. PARO

• TOM PARO, formerly with NBC-TV Spot Sales, N.Y., appointed director of sales for WRC-TV Washington, succeeding WILLIAM E. COYLE who resigned. Mr. Paro began his broadcasting career in sales promotion department of Mutual Broadcasting System, Chicago, in 1948.

• STAN COHEN, director of sales promotion and merchandising for WDSU-TV New Orleans, promoted to director of program planning and promotion.

• WILLIAM G. MULVEY, program director of WFBG-TV Altoona, Pa., named assistant general sales manager of WNHC-TV New Haven, Conn. Both are Triangle stations.

• A. RICHARD ROBINSON, account executive and director of sales promotion and merchandising at KRON-TV San Francisco, promoted to manager of promotion and merchandising department.

• JACK GILLIS, formerly engineer with KRKD Los Angeles, to KBIG Catalina, Calif., as studio transmitter engineer.

• M.I. MOSTYN and DON RICE promoted to studio engineering supervisor and production supervisor, respectively, at WWDC Washington. Both formerly were members of engineering staff.

• ROBERT H. VAN ROO, formerly promotion director of WTCN-AM-TV Minneapolis, joins WCBS-TV New York as director of promotion and advertising.

• LOREN R. HOLLEMBAEK, formerly with Adam Young, Inc., Chicago, becomes manager of sales presentations of CBS Radio Network Sales department, that city.

• JAMES M. COX, JR., president of Miami Valley Broadcasting Corp., vp of Biscayne Television Corp., and board chairman of Carolina Broadcasting Co., appointed national chairman of Wittenberg U.'s 10-year $20,000,000 development program.

• BILL JOHNSON, executive vp of Yankton Broadcasting Co. and manager of KYNT Yankton, S.D., announces candidacy for South Dakota State House of Representatives.

MR. THOMAS

• EARL G. THOMAS, formerly with ABC New York, to John Blair & Co., that city, as marketing specialist. Mr. Thomas previously was with McCann-Erickson, Hicks & Greist, and Grey Adv. Since 1955 he participated in business development for ABC New York.

• GERALD BLUM, national sales representative with Commercial Recording Co., Dallas, to regional sales manager of WLEE Richmond, Va.

• WILLIAM J. FAATH, formerly with budget department of CBS-TV, N.Y., to WCAU-TV Philadelphia as business manager.

• RALPH HODGES, formerly with KTLA (TV) Los Angeles in various production capacities, named producer-director with KTVI (TV) St. Louis.

• BOB LAWRENSON, formerly with United Broadcasting Co., appointed time salesman at WOL Washington.

• CHARLES H. PARK JR., news and community affairs director of WBRB Mt. Clemens, Mich., appointed program director.

• MIKE WESTERN appointed program director of KISN Portland, Ore. BILL JACKSON, formerly air personality, promoted to music director .

• DON DILLON, formerly associate tv producer at WBKB (TV) Chicago and previously productions operations manager of WBBM-TV, that city, rejoins WBBM as assistant program director-production.

• EDWARD P. DITTLOF promoted from director to community affairs director at WITI-TV Milwaukee.

• AL NELOWET and SCOTT MCKEOWN appointed account executives for WAVY Norfolk-Portsmouth-Newport News, Va., WILLIAM EURE, account executive with WAVY, to WAVY-TV in similar capacity. Other WAVY-TV appointments: JORGES TORRES named chief photographer; JACK MOSER, production manager; BOB BORN, floor manager and DANA GREENBERG, traffic director.

• LEONARD I. LINBERG, formerly salesman with Katz Agency Los Angeles office, joins Hollywood headquarters of KBIG Catalina, Calif., as account executive.

• ROBERT C. SMITH, manager of presentations for CBS Radio Network Sales, Chicago, named account executive.

• ROBERT W. BROKAW, formerly eastern sales manager of *Sponsor* magazine, joins sales staff of Robert E. Eastman, New York, rep firm. His territory includes New York, Philadelphia, Baltimore, Washington and Boston.

• BOB YOUNG, formerly with CBS public affairs department N.Y., named

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news director of WNDU-TV South Bend, Ind.

• CONRAD SCHADER, air personality with KICN Denver, named news director.

• STAN PAULSEN joins WISH-AM-TV Indianapolis as news writer-editor.

• DON LLOYD, formerly newsman with WTIG Massillon, to WCUE Akron, both Ohio, in similar capacity.

• WILFRED BROWN joins news staff of KABC Los Angeles.

• MEL JASS joins KTTV (TV) Los Angeles as newscaster.

• ELI BREGMAN, formerly pr man and news writer in Los Angeles, joins KNXT (TV) Los Angeles as member of news staff.

• BILL LEONARD, personality-moderator with WCBS New York, becomes staff correspondent for CBS News.

• ERIC RHODE, formerly newsman with KLYK Spokane, to KOL Seattle, both Washington, in similar capacity.

• ARTHUR D. MORSE, award-winning reporter-director, joins CBS-TV as staff producer on *CBS Reports*.

• DICK LANE, sportscaster for KTLA (TV) Los Angeles, to be honored March 1 and 2 as he begins 15th consecutive year of broadcasting Olympic wrestling matches, described as longest continuous live program in history of tv.

• JOSEPH H. TAFT, formerly traffic director of KETA-TV and KOKH-TV Oklahoma City, named continuity supervisor-producer of KNME-TV Albuquerque, N.M., succeeding ARLEN ASHER who joined Ward Hicks Adv., that city. WINIFRED KEHOE, joins staff as traffic supervisor.

• JOE PIGGOTT, formerly news and sports director of WISH-TV Indianapolis, joins WKRC Cincinnati as announcer-newscaster.

• GUS CHAN, formerly air personality with WMAQ Chicago, to WAAP Peoria, Ill., in similar capacity.

• CHARLES R. FAGEN, manager of unit managers of CBS-TV, appointed account executive for CBS-TV production sales.

• ART DAWSON, formerly advertising manager of Food Enterprises, joins WMCA New York as account executive.

• GEORGE MURPHY, formerly with KLAC Los Angeles, to KHJ-TV, there, as account executive.

• ROBERT E. BOVICK, formerly with McGraw Hill Publications, joins WFGA-TV Jacksonville, Fla., as account executive.

Fast spin

MR. MUNCEY

• BILL MUNCEY, disc jockey with KING Seattle, Wash., set a new world's speed record for hydroplanes over the measured mile course with a clocking of 192.001 miles per hour. The mark was established on Feb. 16 at Lake Washington. The boat: Miss Thriftway.

• ALLEN JEFFRIES, formerly news editor of WISH Indianapolis, to WCOL Columbus, Ohio, as news director.

• JIM WOODELL, morning news editor of WSAI Cincinnati, promoted to assistant news director.

• JIM LANGE, formerly air personality with KGO-TV San Francisco, to KSFO, that city, in similar capacity.

• BUZZ BENSON joins WSIX Nashville Tenn., as air personality. He previously was with WINX Rockville, Md.

• JOSEPHINE STEINBERG appointed sales traffic manager of KCBS San Francisco.

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Programming

MR. WOLFSON

MR. KAYLE

• WILLIAM M. WOLFSON and MILTON P. KAYLE named vps of Independent Television Corp. (film-producer). Mr. Wolfson will continue his duties as treasurer of Television Programs of America; Mr. Kayle continues as general counsel of ITC

• JOHN ROBINSON, formerly producer-writer with Four Star Television, resigns to form own corporation, Libra Ltd., Los Angeles. New company will produce television series. Other new members are: ROBERT GINTER, business manager; MALCOLM STUART, agent and HARRY WAINWRIGHT, attorney.

• NICHOLAS D. NEWTON, salesman at Bill Strum Studios, N.Y., commercial film producers, becomes vp and director of sales.

• MURRAY GRABHORN, previously with ABC New York, Edward Petry Co., and Radio Press, joins Banner Radio, new division of Banner Films, N.Y. as sales manager.

• PHILIP A. MELILLO, account executive with Paul Hance Productions, N.Y., (producers of closed circuit tv shows and films), named sales director.

• JOHN N. HARRIS, formerly with Tidewater Oil Company, appointed assistant sales manager of Transfilm-Caravel Inc., N.Y., where he will assist in three areas—live shows for business, industrial films and tv film commercials.

• RON WALKER, music director of The Jingle Mill, N.Y., (producer of tv commercials), promoted to producer.

• THOMAS E. MAPLESI, formerly with National Telefilm Associates, named account executive in Dallas office of CBS Films.

• DON WEIS named director of *Dennis O'Keefe Show*, just renewed.

Equipment & Eng'ring

• BARRY J. SHILLITO, formerly executive vp of Houston Fearless Co., Los Angeles, becomes president, effective May 1. He succeeds GEORGE E. JOHNSON, named chairman of executive committee. RICHARD WOIKE, member of board elected vp finance, and vice chairman of board.

• HENRY C. GAMMELL promoted from manager of communications projects to vp and operations manager; FRANK A. MCCALL, formerly general manager of RCA manufacturing subsidiary in Spain, appointed director of consumer products, and JAMES E. STEWART, chief of microwave export sales, named director of communication products, all for Motorola International S.A., international subsidiary.

• Z.W. PIQUE appointed vp of marketing for Hoffman Electronics Corp., Los Angeles. DONALD C. BRIGHT, formerly division sales manager with RCA, named general manager of new Industrial Electronics Div.

• HARRY A. GILBERT, controller of Blonder-Tongue Labs (producer of educational and closed circuit tv cameras), appointed vp.

• REIN NARMA joins Ampex Professional Products Co., Redwood City, Calif., as manager of engineering of Audio Products Div.

• JOHN BARNES named systems design engineer for two-way radio equipment of General Electric Co., Lynchburg, Va., office. W.T. (TEX) SMILEY appointed national service manager for mobile radio.

• JOHN F. GEISEL, WALLACE M. OBERMOELLER, JOHN F. DALY and WILLIAM R. KUZELKA all named field merchandising specialists for Admiral Corp.

• JAMES H. CHANDLER appointed manager of Electric Products Div. of Kimble Glass Co., subsidiary of Owens-Illinois, Toledo, Ill. He has been electronic parts salesman since 1954.

Government

• BASIL J. MESINES, Federal Trade Commission project attorney, named assistant to FTC executive director, Harry A. Babcock. Mr. Mesines succeeds JOHN R. HEIM, recently named director, Bureau of Consultation.

• GEORGE K. ASHENDEN, engineering assistant to FCC Commissioner T.A.M. CRAVEN, promoted to assistant chief of Opinions and Review office. He joined FCC in 1941, serving in various engineering capacities. CLARENCE F. HEISTER, with Technical and Allocations Branch, succeeds Mr. Ashenden. Mr. Heister joined FCC in 1942.

International

• EUGENE HALLMAN, director of English-language network of Canadian Broadcasting Corp., named vp of programming and sales with headquarters in Toronto.

• SYDNEY RIGGS KENNEDY, program director of Maritime Region of Canadian Broadcasting Corp. since 1952, named director of CBC for Maritime (Atlantic coast) provinces, succeeding W.E.S. BRIGGS, recently appointed CBC vp.

• FRANK HARRIS, operations and production manager of CJDC-TV Dawson Creek, B.C., appointed station manager.

• WILLIAM GUILD, CJVI Victoria, B.C., elected British Columbia director of Broadcast News Ltd., Toronto, Ont., co-operative newsgathering agency of Canadian Press. Broadcast News now serves 182 of the 192 independent Canadian radio stations and 40 of 44 independent tv stations.

• GRAEME THOMSON HAIG, Winnipeg lawyer, and counsel for Perimeter Television Broadcasters Ltd., Winnipeg, Man., named special counsel for Canadian Board of Broadcast Governors at public hearings for tv station licenses, scheduled March 7-18 at Montreal and Toronto.

Allied Fields

• JOHN D. STEBBINS, formerly vp of The Bolling Co.'s Chicago office, joins Hamilton-Landis Assoc. (broker), Washington. Mr. Stebbins previously was vp of Television Advertising Productions and Universal Radio Sales, both Chicago.

• ALBERT SHEPARD, executive vp of Institute for Motivational Research, leaves to form new organization, Motivation Dynamics Inc., Mohegan Lake, N.Y. Motivation Dynamics services include marketing strategy, new product development and pre-testing, name and package planning and analysis of response patterns to tv commercials.

Deaths

• OSCAR L. TURNER, 73, president and 70% owner with family of WSIL-TV Harrisburg, Ill., died there Feb. 21. Besides activity with uhf ch. 22, licensed to Turner Farrar Assn., he also headed group that owned chain of motion picture theatres in southern Illinois.

• FRANK MILLER, 51, vp of Terminal Electronics, N.Y. (industrial electronics distributers), died Feb. 18 when his private plane crashed in Paterson, N.J.

• SAM ROLEY, film technical director of KTTV (TV) Los Angeles, died Feb. 16 while convalescing from heart attack. He had been with station for 11 years.

• OLLIE L. CARPENTER, 62, sales representative of WPTF, Raleigh, N.C., died Feb. 13, following brief illness. He had been with WPTF for 23 years.

• EVERETT W. HENCKE, 38, art director of Anderson & Cairns, New York advertising agency, died Feb. 19 of heart attack.

ROCKY MOUNTAIN—MAJOR CITY DAYTIMER—Due to excellent dial position, this station has outstanding coverage. Beautiful studios, excellent equipment. Liberal terms available. Price $125,000.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

NINE IN LINE FOR TORONTO'S CH. 9

Hearing scheduled to see who gets the Toronto vhf goldmine

Toronto's second vhf television station is on the hearing block, and there are nine bidders.

Canada's Board of Broadcast Governors will meet March 14 in the Oak Room of Toronto's Union Station for a hearing to determine which applicant will get the valuable ch. 9 facility.

The week long session will also hear applications for power increases for several Ontario tv stations and applications for French language tv stations in northern Ontario.

Currently, CBLT (TV) is Toronto's only tv station. It is owned by the government's Canadian Broadcasting Corp. Applicants for the competing tv facility are all groups of financial interests. Most have radio station or newspaper affiliations.

The Bidders • CFRB Toronto, and CKEY Toronto, are each applying individually for the one remaining vhf Toronto channel. CKFH Toronto, is a member of Baton Aldred Rogers Broadcasting Ltd., an applying group which includes the evening *Toronto Telegram*, film distributor Paul Nathanson, and radio-tv commentator Joel Aldred.

The evening *Toronto Daily Star*, through its editor-in-chief, Beland Honderich, is an applicant, as is the morning *Toronto Globe & Mail* along with the British-owned Odeon Theatre group. The magazine publishing house Maclean-Hunter Ltd., Toronto, and the British Associated Television Ltd., have formed a syndicate for an application. The Southam Newspaper chain, with an interest in CHCH-TV Hamilton, Ont., is applying for the Toronto license along with financial interests represented by Brazilian Traction Co.'s president Henry Borden.

Spence Caldwell, advertising agency and film distributor in Toronto under S.W. Caldwell Ltd., has lined up 50 financiers to help him in his application. British Granada Television, is associated with a group of Canadian financial interests and the Canadian television comedy team of Wayne and Shuster, in an application.

Other Matters • CBC is requesting a French-language television station license for Sturgeon Falls, Ont., with a French-language satellite station at Sudbury, Ont. CFCL-TV Timmins, Ont., wants an increase in power from 18.5 kw video and 9.25 kw audio to 100 kw video and 50 kw audio on ch. 6.

CHCH-TV Hamilton, Ont., is seeking a power boost from 150 kw video and 90 kw audio, to 325 kw video and 182 kw audio on ch. 11, with antenna to be increased from 654 feet to 1,175 feet.

CKTB St. Catharines, Ont., wants a daytime power boost from 5 kw to 10 kw on 610 kc, and CHVC Niagara Falls, Ont., is asking for a power increase from 5 kw to 10 kw on 1600 kc.

Fifty radio and television station licenses will come up for renewal. Their cases will be publicly heard. This is the second time in a year that the BBG has held such renewal hearings. Canada's fiscal year is April 1 to March 31, and station licenses run for three or five fiscal years.

Canadian Broadcasting Corp. is applying for a satellite tv station to CBUT (TV) Vancouver, B.C., at Courtenay, B.C. on ch. 7 with 625 watts video and 375 watts audio, and antenna 454 feet above average terrain. CBC is also asking for a ch. 9 station at Nelson, B.C., with 560 watts video and 280 watts audio power and antenna 1,002 feet above average terrain, to operate as a satellite to CBUAT Trail, B.C., itself a satellite of CBUT (TV) Vancouver.

W. B. Parker is applying for a 1 kw station on 570 kc at Maguse River, Northwest Territories.

Canadian unions unite

A national council of broadcast unions has been established under the Canadian Labor Congress at Ottawa, Ont. The new council consists of the Canadian Council of Authors and Artists, Toronto, Ont.; National Assn. of Broadcast Employees and Technicians,

Russians have an even taller story

Russia is planning to build the tallest man-made structure in the world—a tv tower in Moscow. This is the information Richard E. Jones, vice president of WQTE Detroit, says he coaxed from behind the Iron Curtain after nearly four months of work.

The coaxing was aided by accident, according to Mr. Jones. Initially, he sent a list of 20 questions about Red radio to the Soviet Embassy in Washington. He got no appreciable results. But, by accident, Ed McKenzie, WQTE d.j. and a former radio engineer, tuned in on Radio Moscow and heard the station reading and answering some of his questions.

The tape he made of that monitoring was broadcast on WQTE Saturday, Feb. 20.

According to Mr. McKenzie, the Russians, in answering questions concerning Red tv, said that they were planning to build a tv tower 1,667 ft. high with a restaurant and two observation platforms at 1,312 ft. This would make the structure somewhat taller than the Empire State Building (1,472 ft.). The building will be of reinforced concrete and is apparently part of a seven-year plan to add 100 new Russian tv stations, a report from WQTE stated.

Other information culled from the broadcast:

The Russians have symphonic music, weather reports, news broadcasts, dramatic plays, records, children's shows, cartoons and educational programs on their radio and tv networks. They broadcast on short wave, long wave and medium wave, have an experimental tv color transmitter and have no sponsored programs "aimed at profit from advertisers."

They do not have ratings for programs, but "hundreds of thousands of letters are taken into consideration."

They play few records, but tape recordings are popular.

According to Mr. Jones, other questions of the original 20 are to be answered on a later program. These questions are concerned with whether the Russians have stereo sound, use old movies on tv and which sports are popular.

"We believe this is the first direct exchange of information between a Russian and an American radio station," Mr. Jones said.

Toronto; International Alliance of Theatrical Stage Employees, Toronto; and Canadian Wire Services Guild, Toronto. Joe MacKenzie, director of organization of the Canadian Labor Congress, has been appointed executive director of the new council.

Two Cuban tv stations seized by Sr. Castro

Cuba's Fidel Castro last week seized two Havana tv stations and one of the nation's last remaining independent newspapers, *El Mundo*. The move gives the government control of two of the city's five operating tv channels.

One tv station belonged to Amadeo Barletta, Italian-born industrialist with large holdings in Cuba. Mr. Barletta has taken refuge in the Italian Embassy. He also owned *El Mundo*.

The Ministry of Recuperation also ordered tv channel 12 made government property. This channel belonged to Gaspar Pumarejo who fled Cuba after the fall of Batista.

Dominion stations give research funds

A memorial communications research project at the U. of British Columbia, Vancouver, has been inaugurated with donations of $10,000 from the Canadian Assn. of Broadcasters and $5,000 from the British Columbia Assn. of Broadcasters. A financing drive is underway under chairmanship of Guy F. Herbert, former vice-president of All-Canada Radio & Television Ltd., Calgary, Alta., to raise $300,000 for the project from Canadian broadcasters.

The memorial project is in the names of four veteran broadcasters who died in the past year: Harry Sedgwick, CFRB Toronto, Ont.; Harold R. Carson, CFAC Calgary, and All-Canada Radio & Television Ltd.; F.H. Elphicke, CKWX Vancouver, B.C., and A.A. Murphy, CFQC - AM - TV Saskatoon, Sask.

The U. of B.C. has already done considerable basic research on mass communications in conjunction with the BCAB in recent years. Under the memorial project, the university will continue and enlarge its studies of basic communications and the training of persons in the field of communications.

Jack Sayers, CJOR Vancouver, B.C., was re-elected president of BCAB for another year at the annual meeting at Vancouver earlier this month. Ken Hutcheson, CJAV Alberni, B.C., was re-elected vice-president, and Roy Chapman, CKOK-TV Kelowna, B.C., as director. New directors elected were Murdo MacLachlan, CHWK Chilliwack, B.C., and William Hughes, CKNW New Westminster, B.C.

Mystery solved

A seven - year - old electronic mystery centering around purported reception of a Houston tv station in England has been retired to the hoax file after scientific investigation.

F.D. Drake, of the National Radio Astronomy Observatory at Green Bank, W.Va., has decided photos of a "KLEE-TV Houston" signal received in England were merely copies of a station identification card. At the time of the 1953 "reception" there was no such call letter, KPRC-TV Houston having taken over KLEE-TV in 1953.

National magazines had used the incident as the basis for intriguing stories about electronic signals that float around for long periods.

Canadian tv sets

Eighty-one per cent of Canadian households now have television receivers, according to the latest estimates of the Bureau of Broadcast Measurement, Toronto, Ont. Its report is based on a survey made last fall. It shows that Canada's population of 17,581,400 is divided into 4,294,500 households of which 3,493,600 have television receivers.

Ontario leads with 1,369,900 tv households, 88% of total households in province, followed by Quebec with 976,900 tv households, 89%; British Columbia 311,100 tv households, 70%; Alberta 231,000 tv households, 70%; Manitoba 166,800 tv households, 73%; Saskatchewan 155,600 tv households, 64%; Nova Scotia 138,000 tv households, 81%; New Brunswick 96,300 tv households, 75%; Newfoundland 33,500 tv households, 39%; and Prince Edward Island 14,500 tv households, 62%.

• Abroad in brief

Italian-American exchange • RAI Corp. Italian Radio Tv System has opened temporary offices at 400 Madison Ave., N.Y. In April the company, a U.S. representative of RAI Radiotelevisione Italiana, plans to move to permanent offices on the 12th floor of the Corning Glass Bldg., 717 Fifth Ave., N.Y. Distribution of programs dealing with the art and culture of Italy to educational and commercial U.S. stations is already underway as well as of programs in Italian to stations which schedule them regularly. RAI will act as a center for the exchange of talent, ideas and programming between the two countries.

Tv grants • CHAN-TV Vancouver, B.C., has been licensed as a competitive station to CBUT (TV) Vancouver. The new ch. 8 station will have 180 kw video and 90 kw audio power. Vantel Broadcasting Ltd., owner of CHAN-TV, has been formally licensed according to an announcement from Ottawa, Ont., on Feb. 18. Canadian government approved recommendations made for CHAN-TV and a competitive station on ch. 7 at Winnipeg to R.S. Misener and Assoc. (BROADCASTING, Feb. 8). These are first two competitive tv stations licensed in Canada.

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Talent hunt

Pet Milk Co. and its agency, Gardner Adv. Co., are joining hands once again with Keystone Broadcasting System and WSM Nashville on behalf of the third annual *Grand Ole Opry* talent contest.

Plans call for national promotion of the country-and-western music competition on over 200 KBS stations May 23-June 3. Client, agency, transcription network and station principals recently met to map preliminary details.

Each Keystone outlet will hold local auditions, submitting a tape of its winner to a judge's panel which will choose six finalists. They will win an all-expense-paid trip to Nashville for the finals in June, as will the managers of the six winning stations and their wives. The national talent winner will receive a contract to appear on six *Grand Ole Opry* shows. The public also will be eligible this year to compete for the excursion and other prizes—a new feature of the annual contest.

RAB's straw hats

Don't dodge the summer sun, advised Radio Advertising Bureau last week. Get out in that sun and "profit by the huge unique opportunities of summer selling." Two weeks ago it was sun tan lotion and last week it was Mexican straw hats which RAB sent to ad agencies in the second of a series of items used to remind advertisers of summer's "hottest medium."

Advertisers need not fear reduced advertising effectiveness in summer, RAB adds in an accompanying note. "Radio —at low winter rates—gives them more than in mid-winter, while other media do the reverse," RAB says while tossing their straw hats in the air.

Big band hop

WRCV Philadelphia in cooperation with that city's recreation department is presenting a free big band dance at Convention Hall on March 10.

According to station officials, the dance is planned to introduce teenagers to ballroom dancing and only couples under 21 will be admitted. The hall's balcony is reserved for adults who wish to see Buddy Morrow's band in action.

'Community Pride' contest

A $1,000 award to any town of a thousand or more population within the listening area of WBT Charlotte, N.C., has been announced. Called "Community Pride," the contest asks listeners to vote for their favorite town.

Votes will be mathematically converted into points so that all towns will be competing on the same basis, regardless of size. The town receiving the most points during the year will be the winner and receive the prize money.

The money, WBT said, will be given to the town's "governing body for use in civic improvements." The winning town will also be given an engraved cup for public exhibition.

Planning session • Discussing plans for Pet Milk's third annual *Grand Ole Opry* talent contest are (l to r) Robert Cooper, general manager, WSM Nashville; Edwin R. Peterson, senior vice president, Keystone Broadcasting System Inc.; Robert Piggott, advertising director, Pet Milk Co.; Ray Morris, product advertising manager, Pet Milk Co.; Wells Hobler, account supervisor, Gardner Adv. Co.; Roy Porter, account executive, and Ralph E. Hartnagel, both Gardner; Earl Hotze, account executive, Gardner; Ralph Zipfel, Pet Milk.

'Syrup soppers' unite

Twelve thousand "syrup soppers" trooped into the Montgomery, Ala. Coliseum Feb. 1 to join WHHY Montgomery disc jockey John Hale and sop syrup onto 35,000 hot buttered biscuits.

This was the inaugural "Syrup Soppers' Convention," officially blessed by Alabama Governor John Patterson who proclaimed a "Syrup Soppers' Day" in his state.

The convention got its start because of a remark made by Mr. Hale on his early-morning show. He casually mentioned that he was hungry for some hot buttered biscuits and "some syrup to sop with." The station switchboard was flooded with calls from sympathetic syrup soppers, and the station issued over 22,000 membership cards to the convention.

Mr. Hale claims that the correct way to sop is to poke a hole in the biscuit with the finger and fill the cavity with sweet syrup. A dissident school feels that "finger poking" is something of a frivolous pastime and prefer to be called "lasses lappers." In any event, 12,000 ardent fans from both schools joined Mr. Hale at the convention and gobbled up, besides the 35,000 biscuits, over 1,500 gallons of syrup and 500 pounds of margarine.

WIL's 38th anniversary

A festive February was spent by WIL St. Louis, in celebration of its 38th anniversary. WIL went on the air Feb. 9, 1922.

The anniversary festivities featured a special two-day parade by a caravan of WIL mobile units covering a 100 mile route; a $10,000 cash jackpot with prizes ranging from $39 to $390 dollars; a special show staged in Kiel Auditorium starring Frankie Avalon and other recording artists; and newscasts which featured headline happenings of 1922.

Tire industry pitch

The advantages of using spot television to advertise automobile tires are underscored in a new presentation prepared by Edward Petry & Co., station representative, and being released to agencies and advertisers this week.

The presentation is the first of several that Petry is creating to accentuate the values of spot tv for advertisers. The current study notes that tire companies have used network tv but adds that "the many important values of spot television, the selective approach in the medium, have never been thoroughly tested."

The flexibility of spot tv, whereby an advertiser can select varying times, varying length of commercials on the stations they prefer in the markets they

require, is "extremely important to the tire industry," the presentation asserts. It points out that car ownership is highly varied on a regional basis, with the western and north central areas of the country leading the southern and northeastern sectors. Multiple car ownership, it is pointed out, follows a similar pattern.

Spot tv, the Petry study observes, enables the tire advertiser to apportion tv weight according to such variables as market potential.

Success stories are included on such spot tv-oriented companies as Armstrong Rubber Co., U.S. Rubber Co. and General Tire & Rubber Co.

• Drumbeats

Real contest • KGMS Sacramento, Calif., received over 250,000 entries in its Win-A-Home contest. First prize was a $14,200 home. The contest was one of the biggest ever conducted in the Sacramento area.

Wins wagon • KILT Houston, Tex., was named winner of a contest sponsored by Ray-O-Vac flashlights and batteries. The contest was open to 130 radio stations in major markets throughout the U.S. and prizes were awarded for outstanding radio advertising and merchandising of the sponsor's product. KILT won a Volkswagen station wagon, already emblazoned with its call letters.

Charity hop • An estimated 2,900 teenagers turned out for a March of Dimes "Teen Hop," according to WJBK Detroit. Held at the Grosse Ile Naval Air Station, the station promoted the event for two weeks prior to the affair. $2,925 was collected for the charity, WJBK reported.

Giveaway d.j. • A Pittsburgh female wins a Leap Year prize today (Feb. 29): KDKA air personality Randy Hall. Mr. Hall was offered to the female listener who wrote the best letter saying why she wanted him. The winner will be escorted for seven evenings by Mr. Hall to restaurants, plays, sporting events, etc. P.S. Mr. Hall is single.

Bowling tourney • WNAX Yankton, S.D., is sponsoring its 10th annual bowling tournament featuring $300,000 in cash and $50,000 in merchandise as prizes. Sanctioned by the American Bowling Congress, the tournament has attracted 90,000 bowlers in the past ten years. According to Les Davis, sports director, 12,000 bowlers are expected to compete this year. Competition is limited to a six-state area with finals held April 23-24 in Sioux Falls, S.D.

'Think mink' • The wives of key agency people in the Bay area are hoping that their husbands can guess the KEBW Oakland, Calif., position on the Pulse Report at the contest's end. Mink stoles will be awarded to persons who estimate KEBW's standing most accurately.

Oldtime sound • ABC-TV affiliates are looking for high school bands that play New Orleans style. Recorded entries are being sifted in a five-week *Bourbon St. Beat* contest that gives hometown finalists local tv exposure and prizes. Three national winners share a $1,000 pot and the best band will appear on *The Dick Clark Show* (7:30-8 p.m. EST, Sat.). *Bourbon St. Beat* is seen Mondays 8:30-9:30 p.m.

Contest winners

Arnold E. Johnson, vice president of Needham, Louis & Brorby, Chicago, and Helen Hill, timebuyer at Gumpertz, Bentley & Dolan, Los Angeles, have been selected as winners of a contest conducted by KBIG Catalina, Calif., among agency media personnel. Each winner will be given an all-expense air trip for two to Spain and Portugal where they will spend a week. The contest drew more than 1,000 entries and was divided into two areas — agencies west of Chicago (for which Miss Hill was chosen the winner) and those in Chicago and the East (Mr. Johnson). Participants were asked to submit three titles of popular songs that would make a complete thought when placed one after the other. The judges were members of the trade press, selected by Weed & Co., station representative for KBIG.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

February 18 through February 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Reno, Nev.—Comstock Telecasting Corp. vhf ch. 4 (66-72 mc); ERP 16.02 kw vis., 7.956 kw aur.; ant. height above average terrain -362 ft., above ground 202 ft. Estimated construction cost $202,774, first year operating cost $180,000, revenue $240,000. P.O. address 118 West Second St., Reno, Nev. Studio location Mapes Hotel, Reno, Nev. Trans. location Sparks, Nev. Geographic coordinates 39° 32′ 08″ N. Lat., 119° 45′ 33″ W. Long. Trans. RCA TT-6-AL, ant. RCA TF-3EM. Legal counsel James E. Greeley, 815 15th St. NW., Washington, D.C. Consulting engineer Grant S. Feikert, 321 N. 23d St., Corvallis, Ore. Principals include **Robert L. Stoddard, Alan K. Abner, Richard W. Colon,** 30% each, and others. Mr. Stoddard is owner of KBET Reno. Mr. Abner is in advertising. Mr. Colon is in stocks. Ann. Feb. 11.

Reno, Nev.—Nevada Bcstrs. Fund Inc. vhf ch. 4 (66-72 mc); ERP 23.17 kw vis., 11.59 kw aur.; ant. height above average terrain -303 ft., above ground 293 ft. Estimated construction cost $111,160, first year operating cost $240,000, revenue $288,000. P.O. address Box 2586 Huntridge Station, Las Vegas, Nev. Studio location Reno, Nev. Trans. location North of highway between Sparks and Reno, both Nevada. Geographic coordinates 39° 32′ 08″ N. Lat., 119° 47′ 06″ W. Long. Trans. Gates BC-5CH, ant. RCA TF-5CM. Legal counsel Robert W. Hughes, 2121 S. State St., Salt Lake City, Utah. Consulting engineer Howard Johnson, 1042 S. 6th West, Salt Lake City. Principals include **Reed R. Maxfield,** 30%, **Robert W. Hughes,** 12.5%, **Carl A. Hulbert,** 10%, and others. Mr. Maxfield is in insurance. Mr. Hughes is attorney. Mr. Hulbert is Insurance Commissioner, state of Utah. Ann. Feb. 11

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New Am Stations

APPLICATIONS

Salinas, Calif.—John E. Grant 980 kc, 1 kw D. P.O. address 396 Crest Ave., Walnut Creek, Calif. Estimated construction cost $30,850, first year operating cost $60,000, revenue $80,000. Applicant is new car dealer. Ann. Feb. 18.

Charlotte, N. C.—Charlotte Radio Corp. 830 kc, 10 kw D. P.O. address % WCOS Inc., Cornell Arms, Columbia, S.C. Estimated construction cost $64,991, first year operating cost $113,200, revenue $120,000. Principals include **George H. Buck Jr., A.C. Leiby, Sidney K. Russell,** and others, general partners in WJNO West Palm Beach, Fla. Mr. Buck is also majority stockholder in WCOS Columbia, S.C. Ann. Feb. 18.

Provo, Utah—Champion Electronics 1540 kc, 1 kw D. P.O. address 155 Montgomery St., San Francisco, Calif. Estimated construction cost $30,800, first year operating cost $90,000, revenue $100,000. Principals are **John M. Bryan** and **William K. Bowes,** equal partners; both are in investment banking. Ann. Feb. 19.

Existing Am Stations

APPLICATIONS

WINX Rockville, Md.—Cp to increase nighttime power from 500 w to 5 kw, install new trans. and make changes in DA system (add 3 towers) (1600 kc). Ann. Feb. 24.

KNDE Aztec, N.M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Feb. 24.

WHOM New York, N.Y.—Cp to make changes in DA and ground systems (increase height) (1480 kc). Ann. Feb. 24.

New Fm Stations

APPLICATIONS

Auburn, Calif.—Donnelly C. Reeves 101.1 mc, 4.6 kw D. P.O. address P.O. Box 950, Auburn, Calif. Estimated construction cost $11,650, first year operating cost $6,000, revenue $6,000. Applicant also owns KAHI Auburn. Ann. Feb. 11.

Dumas, Tex.—Dumas Bcstrs. Inc. 95.3 mc, .684 kw. P.O. address Box 555, Dumas, Tex. Estimated construction cost $7,907, first year operating cost $6,500, revenue $8,500. Principals include **Kenneth E. Duke,** 70%, and others, licensee of KDDD Dumas. Ann. Feb. 18.

Ownership Changes

ACTIONS BY FCC

KONI Phoenix, Ariz.—Granted assignment of license to **Camelback Bcstg. Inc.**; consideration $196,000. **Robert B. McWilliams** and **Lee P. Mehlig,** assignor president and vice president, respectively, own KGMC Englewood, Colo. Comr. Bartley dissented. Ann. Feb. 24.

WAOV Vincennes, Ind.—Granted transfer of control from **Central Newspapers Inc.,** to **Howard N. Greenlee** (station general manager); consideration $16,600 and Mr. Greenlee to surrender his shares of transferor stock. Ann. Feb. 24.

WCAT Orange, Mass.—Granted transfer of control from **William R. Sweeney** to **Ralph E. P. Mellon;** consideration $70,000. Mr. Mellon has interest in WPAZ Pottstown, Pa. Comrs. Bartley and Lee dissented. Ann. Feb. 24.

KEYC-TV (ch. 12) Mankato, Minn.—Granted (1) assignment of cp to **KNUJ Inc.,** then (2) to **KEYC-Lee Tv Inc.,** and (3) extended completion date to Aug. 11, 1960. Two-States, owned 60% by KNUJ Inc., transfers cp to KNUJ Inc., for cancellation of $40,000 indebtedness; latter, in turn, transfers cp to KEYC-Lee for $40,000 with option to purchase trans. site in exchange for stock. Assignee is 70% owned by Lee Radio Inc. (KGLO-AM-FM-TV Mason City, Iowa). Herbert R. Ohrt, assignee president, has interest in WMTV (TV) Madison, Wis.; WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo. Comr. Bartley dissented. Ann. Feb. 24.

KCOM (FM) Omaha, Neb.—Granted assignment of license and SCA to **Don W. Burden;** consideration $25,000. Mr. Burden has interest in KOIL Omaha; KICN Denver, Colo.; KISN Portland, Ore., and KWIK Pocatello, Idaho. Comr. Bartley dissented. Ann. Feb. 24.

WAKU Latrobe, Pa.—Granted assignment of license to **Joel W. Rosenblum;** consideration $64,558. Mr. Rosenblum owns WCAB Kittanning, Pa., and has interest in WISR Butler, Pa., and WTIG Massillon, Ohio. Comr. Bartley dissented. Ann. Feb. 24.

KPET Lamesa, Tex.—Granted assignment of license from **R.O. Parker, R.A. Woodson** and **W.J. Beckham** to **Thomas E. Conner** and **Robert E. Bradbury, Jr.,** d/b as **Lamesa Bcstg. Co.;** consideration $150,000 plus agreement that assignees not to compete in broadcast business within 50 miles of Lamesa for five years. Assignees own KHEM Big Spring. Comr. Bartley dissented. Ann. Feb. 24.

KDYL Tooele, Utah—Is being advised that applications for (1) renewal of license and (2) transfer of control from **Chester L.** and **Hildred R. Price** to **Samuel L., Zelpha U.,** and **O. Larry Gillette,** indicate necessity of hearing. Ann. Feb. 24.

APPLICATIONS

KPAS Banning, Calif.—Seeks transfer of control of **Stevens Bcstg. Inc.** from **Calvin Jasspon,** 35%, **Harrison Fuerst,** 18%, and others, to **Calvin Jasspon,** sole owner, for $15,244. Mr. Jasspon is manager of KPAS. Ann. Feb. 23.

KFMU (FM) Los Angeles, Calif.—Seeks assignment of license from **Metropolitan Theatres Corp.** to **International Good Music, Inc. for $225,000.** International Good Music Inc. is owned by **KVOS Inc.** whose principals include **Rogan Jones,** 84.51%, **David Mintz,** 10% and others. KVOS Inc. is permittee of KVOS-TV and KGMI-FM Bellingham, Wash., and KGMG-FM Portland, Ore. Ann. Feb. 18.

KFMW (FM) San Bernardino, Calif.—Seeks assignment of license from **Sherrill C. Corwin** to **International Good Music Inc.** for $100,000. International Good Music Inc. is owned by **KVOS Inc.,** whose principals include **Rogan Jones,** 84.51%, **David Mintz,** 10%, and others. KVOS Inc. is permittee of KVOS-TV and KGMI-FM Bellingham, Wash., KGMG-FM Portland, Ore. Ann. Feb. 18.

KVFM San Fernando, Calif.—Seeks assignment of license from **San Fernando Valley Bcstg. Inc.** to **Spectra Bcstg. Inc.** for $65,000. Principals include **John D. Stroud,** 41.8%, **Quentin K. Peterson,** 16.2%, and others. Mr. Stroud is employe of KVFM. Mr. Peterson is research engineer. Ann. Feb. 18.

KWG Stockton, Calif.—Seeks assignment of license from **KWG Bcstg. Co.** to **KMO Inc.** for $109,000. Principals are **Carl E. Haymond,** 93%, and **Carl D. Haymond,** 7%, majority stockholders of KIT Yakima, Wash. Ann. Feb. 18.

KSYC Yreka, Calif.—Seeks assignment of license from **Siskiyou County Bcstg. Co.** to **Northern Bcstg. Co.** for $40,908. Principals include **Ralph W. Lake,** 65%, **Mary E. Lake,** 20% and **Hold C. Wardrip,** 15%. Mr. Lake is optometrist. Mr. Wardrip is manager KSYC. Ann. Feb. 23.

KGEK Sterling, Colo.—Seeks assignment of license from **Elmer G. Beehler,** sole owner to **KGEK Inc.** for $40,000. Principals are **Mr. and Mrs. Alvin A. Ross,** 80%, and **Elmer G. Beehler,** 20%. Mr. Ross is station manager KGEK. Ann. Feb. 17.

WBIL Leesburg, Fla.—Seeks assignment of license from **WBIL Inc.** to **Thompson K. Cassel** for $75,000. Mr. Cassel is sole owner of WATS Sayre, Pa., and has interests in WCHA-AM-FM Chambersburg, WBRK Berwick, both Pennsylvania, and WGGG Gainesville, Fla. Ann. Feb. 18.

WCOA Pensacola, Fla.—Seeks assignment of license from **Dixie Radio Inc.** to **WCOA Radio Inc.** for $350,000. Principals include **Justin McCarthy Miller,** 56%, **Denver Brannen,** 17%, and others. Mr. Miller was formerly 50% owner WDCL Tarpon Springs, Fla. Mr. Brannen is owner of KCIL Houma and KCLP Rayville, both Louisiana. Ann. Feb. 18.

KNDY Marysville, Kan.—Seeks assignment of license from **Marshall Trans. Inc.** to **Mr. and Mrs. W. N. Schnepp** for $45,000. Mr. Schnepp is manager of KAKE Wichita, Kan. Ann. Feb. 18.

WKSK West Jefferson, N. C.—Seeks assignment of license from **James B. Childress** to **Childress Bcstg. Corp.,** change to corporation; no financial consideration involved. Ann. Feb. 18.

WKCB Berlin, N. H.—Seeks assignment of license from **McKee Bcstg. Inc.** to **John J. Bowman** for $157,000. Sale also includes WKCQ-FM Berlin. Mr. Bowman is retail record distributor. Ann. Feb. 18.

WKCQ-FM Berlin, N.H.—Seeks assignment of license from **McKee Bcstg. Inc.** to **John J. Bowman** for $157,000. Sale also includes WKCB Berlin. Mr. Bowman is retail record distributor. Ann. Feb. 18.

WSVA-AM-FM-TV Harrisonburg, Va.—Seeks assignment of license from **Shenandoah Valley Bcstg. Inc.** (a New York corporation) to **Shenandoah Valley Bcstg. Inc.** (a Delaware corporation). No financial consideration involved. Ann. Feb. 23.

Hearing Cases

FINAL DECISIONS

By report and order, Commission finalized rulemaking and amended tv table of assignments to add eight uhf channels for educa-

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
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RADIO & TELEVISION
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STerling 3-0111
Washington 4, D. C.
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Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
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Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
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Washington 5, D.C. REpublic 7-3984
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OLiver 2-8520

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CONSULTING RADIO ENGINEERS
Associates
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Riverside, Ill.
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HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

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Denver 22, Colorado

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through February 24

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,402	59	79	788
FM	644	53	164	103
TV	472	51	102	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through February 24

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through January 31, 1960

	AM	FM	TV
Licensed (all on air)	3,399	644	471[1]
CPs on air (new stations)	59	38	55[2]
CPs not on air (new stations)	78	164	96
Total authorized stations	3,536	846	670
Applications for new stations (not in hearing)	558	73	61
Applications for new stations (in hearing)	241	36	62
Total applications for new stations	799	109	123
Applications for major changes (not in hearing)	668	30	40
Applications for major changes (in hearing)	180	10	17
Total applications for major changes	840	40	57
Licenses deleted	0	0	4
CPs deleted	0	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

tional use in Alabama by making following changes: Reserved ch. *29 (formerly commercial) in Andalusia, in addition to its present vhf educational ch. *2; Reserved ch. *48 (formerly commercial) in Birmingham, in addition to its present vhf educational ch. *10; Deleted commercial ch. 14 and substituted ch. 77 in Clanton; Reserved ch. *18 in Demopolis and ch. *19 in Dothan (both formerly commercial); Added educational ch. *21 to Florence by deleting it from Gadsden where it was commercial; Added educational ch. *24 to Munford in addition to its vhf educational ch. *7; Reserved ch. *22 (formerly commercial) in Opelika; Substituted ch. 75 for ch. 24 in Sylacauga for commercial use; And added ch. *14 to Tuscaloosa for educational use. These eight uhf assignments augment three vhf and four uhf channels now reserved for educational use in Alabama. Alabama Educational Television Commission operates stations WAIQ (ch. *2) in Andalusia, WBIQ (ch. *10) in Birmingham, and WCIQ (ch. *7) in Munford, which, it claims, constitute nation's first educational tv network. Four uhf channels are not yet in use.

This proceeding was initiated by Commission in view of Alabama's indicated interest in additional educational channels to spark expansion and completion of its present educational network and to provide for total educational tv coverage of state by two-program-channel network. Ann. Feb. 17.

OTHER ACTIONS

By second supplement to third notice of further proposed rulemaking in clear channel proceeding, Commission noted that, under terms of proposal set out in third notice, individual merits and deficiencies of each application for unlimited time assignment on particular channel in designated state or states would be studied and consideration given to, among factors, nighttime interference which would result from proposed operation to dominant station on channel. It added that interested parties are at liberty to include in their comments in response to third notice consideration of (1) general interference situation which would result from implementation of proposed plan; (2) approximate pattern of nighttime utilization of any particular channel under this plan; and (3) proposed engineering standards for limitation of nighttime co-channel interference to class I-A stations under this or any other plan involving nighttime duplication of clear channels. Clear Channel Bcstg. Service petitioned for clarification with respect to nighttime protection to be afforded class I-A stations under plan proposed in third notice in order to formulate its comments. Comr. Bartley abstained from voting. Ann. Feb. 17.

By order, Commission, on request by J. Patrick Beacom, dismissed without prejudice his petition for rulemaking to reassign either ch. 14 from Lake Wales or ch. 15 from Ocala, to Fort Pierce, all Florida. Ann. Feb. 17.

By memorandum opinion and order, Commission denied petition and amendment by Blythe Telecasting Co. for rulemaking to assign ch. 25 to Blythe, Calif. Petition was defective in that proposal conflicted with ch. 25 assignment at Sonoita, Sonora, Mexico. Ann. Feb. 17.

By further notice of proposed rulemaking on alternative plans to provide an additional vhf tv channel assignment to Grand Rapids-Kalamazoo, Mich., area, Commission invites comments by April 19 (original date for such filings) to suggested substitution of ch. 6 (instead of ch. 3) for ch. 9 in Alpena in connection with its alternate plan No. 1. Commission feels that substitution of ch. 6 for ch. 9 at Alpena would cause less interference to service provided by Canadian stations. Ann. Feb. 17.

Commission invites comments to notice of proposed rulemaking looking toward shifting educational tv reservation in Kalamazoo, Mich., from ch. *74 to ch. *46 (now commercial there). Western Michigan Univ. of Kalamazoo petitioned for change. Ann. Feb. 17.

By order, Commission denied petition by Interstate Bcstg., Inc. (WQXR), New York, N.Y., for stay of hearing on am applications of Consolidated Bcstg. Industries Inc., Natick, Mass., et al., pending Court of Appeals action on WQXR petition for review of Commission's Jan. 27 action denying WQXR intervention in proceeding. Action Feb. 19.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner T.A.M. Craven

Granted petition by Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for extension of time to March 4 to file exceptions to initial decision in Terre Haute tv ch. 2 proceeding. Action Feb. 18.

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing following proceeding on date shown: March 18: CC protest—Applications of Microrelay of New Mexico Inc., for new video radio stations near Corona, and at Boy Scout Mountain, both New Mexico. Actions Feb. 15.

In interest of expediting final disposition of proceeding, ordered Examiner Herbert Sharfman to be associated with Examiner Cunningham in preparation of supplemental initial decision in proceeding on application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV Spartanburg, S.C. Action Feb. 15.

Granted petition by National Bcstg. Inc. insofar as it seeks intervention in proceeding on application of Sunbury Bcstg. Corp. (WKOK), Sunbury, Pa., and made petitioner party with full rights to participate in hearing. Action Feb. 15.

Denied petition by Mojave Bcstrs. (KDOL), Mojave, Calif., to reconsider Jan. 14 order of chief hearing examiner denying its petition for acceptance of late filed appearance and dismissing its application with prejudice and to grant relief; application was in consolidated proceeding with am applications of James E. Walley, Oroville, Calif., et al. Action Feb. 16.

Granted petition by Lebanon Bcstg. Co., WLBR-AM-FM Lebanon, Pa., and allowed intervention in proceeding on am applications of Florence Bcstg. Inc., Brownville, Tenn., et al., with reference to proposal of Rossmoyne Corp., for new am station in Lebanon. Action Feb. 16.

Scheduled hearing for April 21 in Baton Rouge, La., tv ch. 9 proceeding (Modern Bcstg. Co. of Baton Rouge Inc., and Community Bcstg. Inc.). Action Feb. 17.

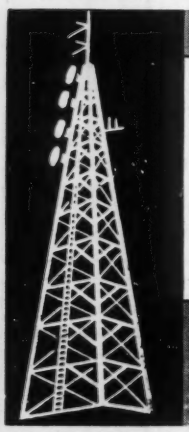
Affirmed Feb. 16 action granting petition of Lebanon Bcstg. Co., WLBR-AM-FM, Lebanon, Pa., for leave to intervene in proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al., with reference to proposal of Rossmoyne Corp., for new am station in Lebanon. Action Feb. 17.

By Hearing Examiner J.D. Bond

Scheduled further hearing conference for 2 p.m., March 9, in Biloxi, Miss., tv ch. 13 remand proceeding (Radio Associates Inc., and WLOX Bcstg. Co.). Action Feb. 16.

Granted petition by Broadcast Bureau for extension of time from Feb. 15 to Feb. 29 to file responsive pleadings to joint petition on behalf of Coastal Tv Co., Supreme Bcstg. Inc., and New Orleans Tv Corp., to delete issue and for other relief in New Orleans, La., tv ch. 12 proceeding. Action Feb. 17.

Granted motion and supplement by Floyd Bell for extension of dates for certain procedural steps in proceeding on his application for new am station in Texarkana, Tex., et al.; extended date for hearing from March 8 to April 4. Action Feb. 18.



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By Hearing Examiner Basil P. Cooper

Granted joint motion by Supreme Bcstg. Inc., of Puerto Rico and Radio American West Indies Inc., for extension of time from Feb. 19 to March 21 for prehearing conference in proceeding on their applications for new tv stations to operate on ch. 8 in Christiansted, St. Croix, V.I. Action Feb. 18.

By Hearing Examiner Thomas H. Donahue

Granted petition by M.V.W. Radio Corp., San Fernando, Calif., and extended from Feb. 17 to Feb. 18 date for exchange of direct written presentations in proceeding on its am application, et al. Action Feb. 17.

Scheduled oral argument for Feb. 23 on petition by Broadcast Bureau to reopen record in proceeding on applications of Caro Bcstg. Co. and Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action Feb. 18.

By Hearing Examiner Charles J. Frederick

Granted petition by Broadcast Bureau and extended from March 1 to April 14 time for filing statements in support of or in opposition to motions to correct transcript of record in proceeding on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky. Action Feb. 15.

Upon motion for continuance by Sanford L. Hirschberg and Gerald R. McGuire, continued hearing from Feb. 16 to March 3 in proceeding on their application and that of Fairview Bcstrs. for new am stations in Cohoes-Watervliet and Rensselaer, both New York. Action Feb. 16.

Granted request by Scripps-Howard Radio Inc. (WCPO), Cincinnati, Ohio, for extension of time from Feb. 17 to Feb. 23 to file written direct cases in group 3 of consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al. Action Feb. 17.

By Hearing Examiner Walther W. Guenther

Granted joint request of parties for continuance of prehearing conference from Feb. 24 to March 7, and on examiner's own motion continued to date to be fixed by subsequent order hearing scheduled for March 7 in proceeding on applications of Walmac Co., for renewal of licenses of stations KMAC (AM) and KISS (FM) San Antonio, Tex. Action Feb. 17.

By Hearing Examiner Isadore A. Honig

Granted petition by M&M Bcstg. Co. for continuance of hearing from Feb. 16 to March 22 in proceeding on its application for mod. of cp of WLUK-TV Marinette, Wis. Action Feb. 16.

On own motion, corrected in various respects transcript of proceeding on application of Marin Bcstg. Inc. (KTIM), San Rafael, Calif. Action Feb. 17.

Dismissed as moot motion by Radio New Smyrna Inc., for continuance of prehearing conference scheduled for Feb. 2 and held on that date in proceeding on its application for new am station in New Smyrna Beach, Fla. Action Feb. 17.

By Hearing Examiner Annie Neal Huntting

Granted petition by United Bcstg. Co. (KVOG), Ogden, Utah, and received in evidence its revised engineering exhibit and closed record in proceeding on its am application and that of Pioneer Bcstg. Co., Spanish Fork, Utah. Action Feb. 17.

By Hearing Examiner H. Gifford Irion

Granted request by Frank James for further extension of time from Feb. 16 to March 15 to file proposed findings in proceeding on his application and that of San Mateo Bcstg. Co., for new fm stations in Redwood City and San Mateo, both California. Action Feb. 16.

Scheduled prehearing conference for March 2 in proceeding on applications of Antennavision Service Co. for new fixed radio stations at Oatman Mountain and at Telegraph Pass, both Arizona. Action Feb. 16.

By Hearing Examiner David I. Kraushaar

Issued order following prehearing conference on Feb. 15 in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al., continued hearing from April 5 to May 10, and scheduled further prehearing conference for April 28. Action Feb. 16.

Granted petition by Broadcast Bureau for extension of time to Feb. 23 to respond to petition by Metropolitan Bcstg. Corp. to enlarge issues in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N.J. Action Feb. 17.

Granted petition by E.O. Smith for leave to amend his am application to reflect certain agreement between applicants which looks towards ultimate merger of their respective interests, in proceeding on Smith's application and that of William P. Ledbetter for new am stations in Tolleson, Ariz. Action Feb. 17.

By Hearing Examiner Forest L. McClenning

Dismissed motion by Plainview Radio to strike opposition by Star of the Plains Bcstg. Co. to Plainview's motion for order that certain depositions not be taken in proceeding on their applications for new am stations in Plainview and Slaton, both Texas (action was taken on motion Jan. 14). Action Feb. 18.

By Hearing Examiner Herbert Sharfman

Granted letter request for continuance of hearing from Feb. 18 to March 31 filed by applicant CHE Bcstg. Co. in proceeding on its application for new am station in Albuquerque, N.M. Action Feb. 16.

Scheduled prehearing conference for Feb. 26 in proceeding on applications of Microrelay of New Mexico Inc., for new fixed video radio stations near Corona, and at Boy Scout Mountain, both New Mexico. Action Feb. 17.

By Hearing Examiner Elizabeth C. Smith

Pursuant to request of North Carolina Electronics Inc., and agreement of other parties, scheduled further prehearing conference for 9 a.m., Feb. 19 in proceeding on its application for new am station in Raleigh, N.C.; application is in consolidated proceeding with am applications of H and R Electronics Inc., Greenville, N.C., et al. Action Feb. 16.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of February 19

KLIQ Portland, Ore.—Granted assignment of license to **John F. Malloy, Stanley G.** and **Donald A. Breyer** d/b under same name.

WFBM Indianapolis, Ind.—Granted mod. of license to operate main trans. by remote control using DA (DA-N); conditions.

WJAR Providence, R.I.—Granted mod. of license to operate main trans. by remote control using DA (DA-N); conditions.

WMDE (FM) Greensboro, N.C.—Granted mod. of SCA to change sub-carrier frequencies from 41 kc and 67 kc to 42.5 kc and 67 kc; condition.

WDAF-FM Kansas City, Mo.—Granted extension of completion date to July 27.

KTNM Tucamcari, N.M.—Granted extension of authority to sign-off at 6 p.m., except for special events.

WHOH (FM) Hamilton, Ohio—Granted extension of authority to remain silent additional 90 days period beginning Feb. 12.

WZFM (FM) Jacksonville, Fla.—Granted extension of authority to remain silent for period ending April 12.

Actions of February 18

KJAZ (FM) Alameda, Calif.—Granted assignment of license to **Patrick Henry.**

KMIS Portageville, Mo.—Granted assignment of cp to **J. Shelby McCallum** and **Smith J. Dunn** d/b under same name.

WEEZ Chester, Pa.—Granted mod. of license to change name to WDRF Inc., d/b as WEEZ.

WAPI Birmingham, Ala.—Granted mod. of license to operate main trans. by remote control; conditions.

WPNX Phenix City, Ala. and **Columbus, Ga.**—Granted mod. of license to change name to R.M. Greene Inc.

KRVM Eugene, Ore.—Granted cp to change studio and ant.-trans. location; decrease ERP to 320 w, change ant. height to minus 28 ft., and make changes in ant. system (construct new ant. tower).

WOLE-TV Aguadilla, P.R.—Granted mod. of cp to change ERP to vis. 17.8 kw, aur. 8.91 kw, install new ant. system and make changes in equipment and ant. height; ant. 980 ft.

Following stations were granted authority to operate trans. by remote control: WCSI-AM-FM Columbus, Ind.

KEAR San Francisco, Calif.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: KVEN-FM Ventura, Calif. to May 28; KAPP (FM) Redondo Beach, Calif. to June 9.

Actions of February 17

Following stations were granted extensions of completion dates as shown: WARD-TV Johnstown, Pa. to Aug. 13 and KPHO-TV Phoenix, Ariz. to Sept. 9.

WKLZ Kalamazoo, Mich.—Granted authority to sign-off at 6 p.m. Saturday and Sunday for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

Continued on page 93

Weighs only 68 lbs.

COLLINS ANNOUNCER

Lightweight, compact remote console —only 46" long, 17" wide, 31" high. Folds to 46"x17"x10"—easily carried in trunk or rear seat of car.

The three-channel Collins Announcer is completely transistorized; plugs into any 110 volt outlet. It sets up anywhere—puts you on the air with complete studio console facilities. Ideal for shopping center promotions, disc jockey dances or remote studios. Features: Two 12" Collins TT-200 turntables, two Audax tone arms with G.E. variable reluctance heads, sapphire needles, line block, headphone and mike jack. Contact Collins for further information.

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RADIO

Help Wanted—Management

Help wanted: Station manager for small, but money-making northwest station located in a college community of 15,000. This station is part of a three station group that represents one of the finest radio facilities in the northwest. All new equipment, excellent staff . . . fine local reputation in the market. Send complete resume to: Box 447S, BROADCASTING.

Salesman or Manager to buy ¼ interest in 5000 watt music and news. Northwest. Contact Box 462S, BROADCASTING.

Excellent opportunity for man with proven sales record who is capable of managing number one station in three station market. $10,000 annually plus incentive. Send details. Box 480S, BROADCASTING.

Opportunity for experienced, competent announcer to step into management. Eastern chain needs assistant-station manager. Need aggressive, ambitious man, married, anxious to show his worth. Salary plus annual commission. Some air work necessary but no previous management experience required. Send photo, resume, and tape to Box 494S, BROADCASTING.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Northern California station sales staff expanding. Wants young, aggressive idea man. Company interested in man who wants to grow into executive status. Not interested in man who will make less than five figures. Our present salesmen are. Beautiful market: beautiful city; beautiful facilities; beautiful ratings. If interested, please write Box 326S, BROADCASTING.

Time salesman for fast growing Texas station in medium market. $400 per month draw against 15 percent commission and car allowance. Air mail full details to Box 394S, BROADCASTING.

Aggressive commercial salesman needed for top-rated kilowatter in Texas city of sixty thousand. Excellent benefits, base, and incentives. Right man could eventually become manager. Box 395S, BROADCASTING.

Salesman. Wanted for midwest station. Good frequency, established 1948. Now billing over $175,000. Must be experienced in dealing with local sales and agencies and have sales ideas. Guarantee against commission, car allowance. No air work. Congenial staff. Adult programming and also own other radio properties. Offering advancement possibilities. Send resume to Box 403S, BROADCASTING.

Pleasant music station serving over 2 million people will accept applications from salesmen. Send complete information and late photo to Box 408S, BROADCASTING. Reasonable draw against 15% commission.

Help Wanted—(Cont'd)

Sales

Sales manager Ohio medium market. Must have excellent sales record and ability to organize and direct. Ideal working conditions at a progressive modern-minded station. Salary in five figures plus incentive. Full particulars now, incentive later. Box 412S, BROADCASTING.

Regional sales manager for number one station in market. $150 weekly draw against commission. Box 483S, BROADCASTING.

Radio salesman for top-rated 5kw am. $150 weekly draw against commission. Box 484S, BROADCASTING.

Salesman, experienced, radio time salesman 1000 watt fulltime independent, excellent Texas market. Pay open, rush resume and picture first letter. Box 492S, BROADCASTING.

Experienced, time salesman; some boardtime. Guarantee and commission. KSUE, Susanville, California.

Experienced radio time salesman. WEHH, Box 2097, Elmira, New York.

Excellent sales position now open in Richmond, Virginia, for experienced man who can produce real results. Contact immediately, Radio Station WLEE, Richmond, Va.

Salesman for North Carolina's newest fulltime station. Must be experienced in local sales. Drawing account plus commissions. Knowledge of local news will bring additional revenue. Golden opportunity for a salesman who is willing to work. Send photo, reference to Nathan Frank, Box 1041, Henderson, N.C.

Commercial managers-salesmen. Southern chain operating 4 top-rated stations Jackson, Shreveport, Little Rock, Birmingham, has opening 2 experienced salesmen. Must have management potential, be 25-40, married. Liberal guarantee, rapid advancement. Send resume, late photograph, McLendon Radio, Suite 509 Lamar Building, Jackson, Mississippi.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Two announcer-salesmen. Healthy guarantee plus percentage. Southern market of 10,000. Daytimer. Kilowatt. Experience and reference required. Box 133S, BROADCASTING.

Combo job in southern market. Half-week board, half-week maintenance. Daytime kilowatt. References and experience, please. Box 134S, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Immediate opening for capable announcer-dj. Excellent locality—Black Hills of South Dakota. Experience secondary. Salary commensurate with ability. Tape and resume to Box 368S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man for Ohio station, experienced. Enthusiastic but not talkative. Send full information of experience to Box 380S, BROADCASTING.

Experienced announcer with mature selling voice and knowledge of news needed by leading Texas kilowatter. Box 396S, BROADCASTING.

Don't answer this ad—Unless you are top man in regional market with fresh ideas to capture audience. One of nation's best metropolitan independents wants two hot-shot personalities. Sky's the limit. Work alone or as a team. Get full support of advertising, publicity, promotion for sensational build-up. Are you another Godfrey waiting to be discovered? Send tape, photo, resume to Box 401S, BROADCASTING.

Pleasant music station serving over 2 million people will accept applications from announcers with rich resonant voice. No disc jockeys or air personalities need apply. Send application, late photo and tape to Box 409S, BROADCASTING.

Experienced, production-minded announcer with department know-how for Chicago perimeter station. Around $6,000. Box 411S, BROADCASTING.

Morning man-salesman for NBC Virginia station. Ideal living conditions, good pay for right man. Send photo, tape and resume to Box 465S, BROADCASTING.

Newsman-announcer for 5 kw, northeast, CBS affiliate. Mature voice, experienced. Emphasis on local news, including beepers. Large metropolitan area. Rush tape, resume and salary requirements. Box 469S, BROADCASTING.

Disc jockey for bright, fast moving, good music station in major northeast market. Experienced, enthusiastic, mature radio salesman. Rush tape, resume, salary requirements. Box 470S, BROADCASTING.

Small Ohio market needs announcer. Modern operation. Tape, resume. Box 497S, BROADCASTING.

Kentucky station has openings for 2 experienced announcers. Good basic radio voice imperative. Will consider beginner if voice is extra good. Send tape, resume, photo and phone number. Box 498S, BROADCASTING.

Top announcer for medium size market station in chain of seven. Must have large or medium-large market announcing experience. Start $125 per week plus commission. Send tape, photo, experience first letter. Box 499S, BROADCASTING.

P.D. plus air shift Washington, D.C. Top forty, mod, bright sound, prod whiz. Tape, exp, sal des. Immediate opening. Box 500S, BROADCASTING.

Experienced announcer - copywriter to handle livewire, early morning show and write livewire copy on number one adults' music station in two-station market. Send resume and samples to Program Director, KGFW, Kearney, Nebraska.

Combination man with first phone, strong on announcing. 5 kw CBS, western Nebraska. Ideal working conditions, new building. Bonus plan. Send audition tape and data to KOLT, Scottsbluff, Nebraska.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Help Wanted

Announcers

Need announcer for nighttime and Sunday duties. Beginner or recent radio school graduate considered. Send letter and tape to Bob Hess, KSVP, Box 38, Artesia, New Mexico. No phone calls. Southwesterner preferred.

Immediate opening for good staff announcer at southern Connecticut network affiliate, to replace man leaving for six months military service. Job open now through mid-September. Send tape, resume, photo and salary requirements to Wes Hobby, Program Manager, % WADS, Ansonia, Connecticut.

Immediate opening for staff announcer, WCEM, Cambridge, Maryland. Good working conditions. Nice place to live. Call Cambridge, Maryland, Academy 8-4800, ask for Sam Cannon.

Wanted, versatile girl announcer-receptionist for new 500 watt daytime station. Some experience necessary. WCHP, Tuscumbia, Alabama.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Immediate opening experienced announcer, pleasant working conditions, good salary plus overtime and talent. If no experience, do not apply. Send tape and reference in first letter. Nathan Frank, WHNC, Henderson, N.C. Phone Geneva 8-7136. No collect calls please.

Immediate opening for fast-paced announcer with production know-how for top-rated, progressive station. Rush tape, photo, resume and expected salary to Bill Victor, WHYE, Roanoke, Virginia.

Madison, Wisconsin, is a beautiful city and we're a five kilowatt family established music and news station that has the market with the middle of the road sound now, we're looking for permanent personnel, especially a morning man strong on production, good voice and experience necessary. Prefer married veteran who wants to settle down, enjoy life and make money. Send tape and resume to: Chuck Mefford, WISN, Madison, Wisconsin.

Mature, experienced announcer for family radio station. Medium paced, community minded, middle of the road music policy. Send tape, resume, salary expected to Program Director, WKZO Radio, Kalamazoo, Michigan. Only mature, experienced men given consideration.

Announcer-Experienced. We're looking for a steady, mature man, for permanent staff. Station is a solid, well-established adult operation in firm midwest market. Excellent working conditions and complete company benefits. Send tape and resume first letter, WMAY, 711 Myers Bldg., Springfield, Illinois.

Experienced top 40 man. Evening shift. Contact John Cigna, WNCO, Ashland, Ohio.

Negro personality—R&B dj for top position at No. 1 station in market. Must have 3 years experience, be southerner—25-32. Excellent salary. Send photo—tape—complete resume. John McLendon, WOKJ, Jackson, Mississippi.

Professional disc jockey patter material. Write: B.L. Enterprises, P.O. Box 1, Elkhart, Indiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement. 458 Peachtree Arcade, Atlanta, Ga.

Technical

Combo job in southern market. Half-week board, half-week maintenance. Daytime kilowatt. Reference and experience, please. Box 131S, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Immediate opening for experienced first phone, chief engineer, with station currently 1000 watts, application for 5000 pending. Application for tv pending. Excellent opportunity in regional network chain. Employee insurance. Job with a future. Reply to Box 298S, BROADCASTING.

Chief engineer, 1 kw, some announcing, rural location, 30 miles from large city. Must be moral and dependable. Send resume, tape and salary requirement to Box 425S, BROADCASTING.

Chief engineer, who can announce. 5000 watt directional daytimer—all new Gates equipment. Excellent working conditions. Good starting pay. Want permanent party. Good future for right man. Write Carroll Lee, KBAN, Box 1088, or call TR 2-1111, nights—TR 2-1234, Bowie, Texas.

Transmitter engineer for five kw regional in Illinois' second market. Permanent position with emphasis on maintenance. Send resume and references to Chief Engineer, WIRL, Peoria, Illinois.

Chief engineer—5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Contact: John Randolph, WISE Radio, Asheville, No. Car.

Engineer—First phone. 40-hour week. Transmitter and studio work. Immediate opening. Permanent. Excellent working conditions at first-class station in solid midwest market. Contact WMAY, 711 Myers Bldg., Springfield, Illinois.

Full power low band vhf with new RCA equipment seeks experienced engineer strong on maintenance. 40-hour week. Ideal working conditions. Pay and hours dependent on experience and ability. Call collect Grant French, Billings, Montana, Alpine 2-5611.

Wanted engineer or combination announcer and sales engineer, immediately. Write Darlington, South Carolina, Box 277.

Production-Programming, Others

News and copy writer, plus servicing accounts and relief announcing; sales if interested. Can be key job, depending on the man. Box 378S, BROADCASTING.

Ohio station needs fast, capable, energetic copywriter for spot commercials. Send resume of your experience and include samples of your work to Box 381S, BROADCASTING.

1000 watt station, located in Georgia, has opening for program director and continuity writer. Also an opening for production man. Excellent working conditions, good pay. Write Box 404S, BROADCASTING.

Program director for fulltime 5 kw, east coast metropolitan market. Age 22-32. All-around experience and ability to supervise can lead to assistant-mgr. group operation. Box 413S, BROADCASTING.

Controller (for station group) having C.P.A. or accounting experience and preferably, F.C.C. or legal background. Send detailed resume and references. Box 468S, BROADCASTING.

News director to actively direct completely equipped radio and tv department. Supervise second department of multiple ownership. Top-rated news personnel. Send pic and resume. Box 479S, BROADCASTING.

Experienced girl for copy and traffic. Excellent working conditions. Permanent position. Write Carroll Lee, KBAN, Box 1088, or call TR 2-1111, nights—TR 2-1234, Bowie, Texas.

Opening for topnotch newsman—rewrite and air work, both radio and tv. Salary determined by ability. No beginners. Please send data, photo and tape to Craig Tenney, Director News and Public Affairs, KCRG Stations, Cedar Rapids, Iowa.

Newsman. Fast-paced, fast growing operation wants man experienced in telephone coverage, newswriting, and air work. Rush resume, writing sample, tape and salary requirements to News Director, WCOL, Columbus 15, Ohio.

RADIO

Situation Wanted—Management

Mr. Owner: Let me manage your station with option to buy. Sensational management-sales record. Box 317S, BROADCASTING.

Does your station suffer from droopy sales and sagging profits? Let a dynamic, successful general manager solve your problems. Box 318S, BROADCASTING.

I'll manage your station in Florida, Arizona, California with future opportunity to buy in. Currently managing station. Have proven sales record. Now earning 12M. If you can afford me, I'll make $ for us. Box 398S, BROADCASTING.

Manager or sales manager. It's proverbial that you receive only what you pay for and management manpower is no exception. If your organization can use the degree of improvement that will justify a $20,000.00 yearly salary with potential to $35,000.00 or more yearly, I'd like the opportunity to discuss your requirements and my qualifications. 20 years of creative thinking, dynamic action and outstanding results in all phases major market radio, television and agency. Young man, happily married. Eleven years with present employer who is my best reference. Box 436S, BROADCASTING.

Ready to go to work. I have the ability and attitude to move into program-promotion for am or tv. Will organize and work to develop sound, original ideas. Quality background of sales promotion, administration, and announcing. Six years with affiliates and independent operations. Four years tv. Pleasing personality. No unreasonable demands. Resume and references available on request. Box 440S, BROADCASTING.

All 'round manager . . . 9 years experience—all phases . . . now employed. Box 444S, BROADCASTING.

13 years in radio and tv gaining experience in all phases of broadcasting to keep your operation in front. This family man seeking permanent management in large or medium market. Stable, capable, productive. Box 449S, BROADCASTING.

Radio station manager, production or program director. Twenty-five years well rounded professional experience. National and local sponsor success. Some tv. Live wire town. Successful civic worker. Box 472S, BROADCASTING.

General manager: Eight years radio-television experience. Presently radio commercial manager in major market. Desire to move prompted by ultra conservative operation. Because even mildest complimentary adjectives cost money let it suffice to say am exceptionally dedicated, extremely capable and have way with people. Can furnish over one hundred references from agencies and direct accounts. If ever we talk you can stop looking. Box 493S, BROADCASTING.

Manager. General and/or sales. Ten years general manager with complete responsibility for corporate owners. Strong personal sales. Built steady profits. Box 509S, BROADCASTING.

Capable manager: 18 years experience, pd, announcer, sales supervision, knows large and small southwest markets. Age 36, married, sober and industrious. Don H. Myers. Phone 8560, Gladewater, Texas.

Available soon—Manager, entire crew and complete library for a fast moving country and western operation. Larry Dexter, Gen. Mgr. KONI, Phoenix, Arizona.

Sales

Attention-Media brokers. Competent, experienced broadcaster familiar and successful in all phases of industry desires association as representative preferably in south. Box 402S, BROADCASTING.

Hard hitting salesman with 15 years experience selling time to New York advertising agencies seeking new connection either with rep firm or broadcaster anxious to increase New York sales. Present employer switching to different field. Available at nominal wage with commission override. Box 450S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Baseball announcer. Wants baseball situation only. First class broadcaster. References. Box 259S, BROADCASTING.

Announcer/salesman, willing to go anywhere for opportunity. Tape, resume. Box 437S, BROADCASTING.

Experienced, versatile, hard working dj-announcer. Will travel. Box 438S, BROADCASTING.

Baseball announcer eight years. College degree. Veteran. Single. Location immaterial. Box 442S, BROADCASTING.

Successful air personality gal, top flight copywriter wishes change of venue. No newcomer, dependable, best references. Box 446S, BROADCASTING.

Experienced dj wishes to relocate—ambitious, production-minded. Southeast preferred. Box 453S. BROADCASTING.

Morning man, comedy, voice cues, 17 years experience, wants spot in major market. Don't answer if looking for cheap help. Box 454S, BROADCASTING.

Happy, mature morning personality doing lively wake-up show. 5 years experience. Start your day with a top rating! Box 455S, BROADCASTISG.

Trained announcer seeks experience. Vet. College. Tape available. Prefer Ohio, Indiana, Kentucky. Box 457S, BROADCASTING.

Announcer-dj: Experienced. Ready for larger market. Music, News, Commercials. Box 459S, BROADCASTING.

Personality deejay, college graduate, draft free. 4 years experience, excellent references. I hold audience with entertaining pops and standards show. Held 65% audience in medium market. Want large market. Box 461S, BROADCASTING.

Experienced dj-newscaster looking for larger market. Preferably in the northeast Box 471S, BROADCASTING.

Smooth adult deejay. Exciting sportscaster, news, experienced. Interested professional operation. Box 475S, BROADCASTING.

Up to here with formula and rock and roll! Will put 12 years experience into programming and airing for adult operation. Box 477S, BROADCASTING.

Young, married announcer with training and off-camera tv experience seeking diversified staff position in radio. References, tape. Box 486S, BROADCASTING.

Livewire early morning personality. 5 years experience. Also play-by-play sports. Box 487S, BROADCASTING.

Announcer wants job with coffee or lunch break. Florida, Chicago. Box 488S, BROADCASTING.

Announcer-copywriter. Experienced free lance adman. Master's degree and broadcasting school. SKD . . . Smart, keen, dependable. Available instantly. Box 496S, BROADCASTING.

Announcer, young, intelligent, mature. 3 years experience, available April 1 for bigger station. Tape, resume, and pic on request. Box 501S, BROADCASTING.

Professional announcer, selling. Deejay, colored, single, veteran, 21, car, any market, anywhere, make offer. Box 502S, BROADCASTING.

Tops in copy. Disk jockey. Ideal gal. Great! Hire me—don't wait. Box 505S, BROADCASTING.

D.J.-announcer, experienced, strong on news commer. Seeking long position with good station. Tape and resume on request. Salary $100.00. Box 507S, BROADCASTING.

Young man training in radio announcing, conscientious worker will travel. P.O. Box 11, Brooklyn 29, N.Y.

Solid swinging dj, smooth show. Inventive, reliable, does news and copy. Seeks chance anywhere. SRT grad. Tape. 218 Lawton Avenue, Cliffside Park, N.J.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer with first phone will be available March fourth. Graduate of Martins School of Radio. George B. Anderson, 305 Society Street, Anderson, South Carolina.

Young, college station experience, professionally trained, desires start in radio. Prefer midwest. As a beginner, I've never taken payola. All I ask is a chance. Don Beckman, 2311 N. Rutherford, Chicago Illinois.

Announcer, 22, broadcasting school grad., plus Armed Forces Radio experience. Will take offers from Maine to Florida with New Jersey first choice. Richard E. Bochniak, 158 West 8th St., Bayonne, N.J.

Available immediately. Mature announcer. Experienced news, sports, music. Superior copy and production. East or midwest. Jack FitzSimons, WHBG, Harrisonburg, Va. Harrisonburg 4-9311.

Family man seeks announcing job in south. Prefer Florida. Experienced all phases. Strong on news, world traveler. Age 46. Member Broadcasting Pioneers. Excellent references. Permanent position more important than large salary. Harry Lee, Livonia, N.Y.

Swingin' midwest small metropolitan markets—have built a majority audience against the best of nearby major market competition — fastest paced — tightest production. Contact Dave Nelson, WORX Radio, Madison, Indiana. Phone 1270.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Attention east coast. Talented play-by-play, excellent copy. Morning man. Tight production. Tapes and resume available. Lou Puma, KGFW, Kearney, Nebraska.

Announcer, dj, music for adults of all ages. Minimum experience, smooth sound. Happy morning "Sad Sack Show" or what have you? Relocate. GA 7-0447, Frank Sacks, 18505 W. 8, Detroit 19, Michigan.

Technical

Engineer, 8 years am, some tv, experienced **chief, remote control and directional system.** No announcing. Box 301S, BROADCASTING.

Engineer 1st phone. Wants job in union station or union pay scale station only. Box 439S, BROADCASTING.

College man, 1st phone with three years experience, switching and studio maintenance, wishes summer employment, anywhere in U.S. Box 458S, BROADCASTING.

Chief engineer-announcer, experienced construction and all inside station operations. Mature, married, sober. Southeast only. Box 474S, BROADCASTING.

1st phone, 8 years electronics experience. Desire transmitter engineer position. Age 26, veteran. George Williamson, 1110 North 1st St., DeKalb, Illinois.

Production-Programming, Others

Reporter-newscaster. Responsible, complete coverage, professional delivery, now working, 8 years radio-newspaper experience, best references, college, car, interested radio and/or television. Box 355S, BROADCASTING.

Why not . . . Cut costs? . . . Improve programming? Tighten operation? Increase sales? Make real money? My long experience in all size markets can help you achieve it all. Why not? Box 435S, BROADCASTING.

Program director wants to relocate by June 1. Nine years radio and tv. Married, family. Mid-west preferred. Box 445S, BROADCASTING.

Religious programs' director. Highly qualified. Diversified background. Unencumbered woman. Box 448S, BROADCASTING.

$150 Swingin' pd. Small ad, big talent. Midwest. Box 456S, BROADCASTING.

Minnesotarea. Top pd. desires return to 10,000 lakes. Under $10,000; less than $1.00 a lake. Box 460S, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman wants to develop intelligent, comprehensive coverage for east coast station, preferably network affiliate. Box 478S, BROADCASTING.

TELEVISION

Help Wanted—Management

Promotion manager. An all-around man for a well-rounded operation in television and radio. Network affiliate, largest station in major group ownership, in one of the top 15 markets. North central location with ideal living and recreational facilities. Box 339S, BROADCASTING.

Hard-sell uhf in V market. Low Operating cost and built for volume sales. In the black with rising ratings. No conversion problem and good local acceptance. Great chance to be in on ground floor with unusual incentive plan. Box 503S, BROADCASTING.

Sales

Top major market station desires experienced tv salesman. Outstanding opportunity. First year $10,000 or better. Send resume and picture to Box 451S, BROADCASTING.

Excellent opportunity for experienced time salesman with new, progressive, high-power station in exclusive uhf $427,000,000 market. ABC affiliate. To supervise 2-3 salesmen. Top commission, with possibility of override. KNBS-TV, Box 522, Walla Walla, Washington.

Local television sales manager. Network affiliate. 350,000 sets. Multiple ownership. Box 481S, BROADCASTING.

Television salesman NBC affiliate 350,000 sets. $150 weekly draw against commission. Box 482S, BROADCASTING.

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

We are looking for a combination, fast pace, top 40 dj and live tv commercial announcer. Send picture, tape and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Technical

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

Vhf station group has openings for staff technicians with first-class license. Permanent positions with expanding company. Send resume and photograph. Box 489S, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories. Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Midwest vhf with fine community stature looking for number two man in news—sports department for news gathering and on-the-air work. Must be able to do "sell" commercials. Only experienced midwest talents need apply. Box 407S, BROADCASTING.

TELEVISION

Situations Wanted—Management

I will furnish documented proof of my record of increases as sales manager to any operator who shows me there is future, good money and desirable community for a hard-working family man. Can move 60-90 days after reaching agreement. Write Box 490S, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Sales manager: 13 years broadcasting experience, 8 in television sales. Have sold television both as a medium directly to client and as a package to agencies; have sold local time for one of nation's outstanding tv station, major market. Know my way around New York and Chicago. For family reasons (commuting is one) desire smaller market living. Married, 37, one youngster, top references from people you'll know. Available April 1. Box 452S, BROADCASTING.

Announcers

Sports announcer-writer . . . colorful, entertaining delivery by mature reporter. Also, commercial-staff work. Box 370S, BROADCASTING.

Experienced personality wishes more progressive location to exercise unused talents. Specializing in top rated children and teen age programming. (Sorry, can't afford a longer ad.) Box 443S, BROADCASTING.

12 years radio and tv. Currently major market. M.C. sports, news. Box 476S, BROADCASTING.

Seven years in radio. Five at present station. Interested in tv future. Hard worker. Civic leader. Box 506S, BROADCASTING.

Technical

TV audio engineer, first phone, excellent references, three years experience, panel discussions, news, weather and sports, battle of the bands, 'teen dance hops, comedy and variety. Box 261S, BROADCASTING.

Experienced tv engineer has 1st phone ticket, willing to relocate, available anytime. Box 491S, BROADCASTING.

Graduate of 24 month resident engineering course desires position in tv or radio station. First phone ticket. Bennie Brister, 215 W. Railroad, Crystal Springs, Miss.

Production-Programming, Others

Top director now in major Texas market. Wants larger market, more money, B.A. degree; executive potential, Box 441S, BROADCASTING.

Photographer-Newsman, journalism degree; editor western weekly 1½ years. Professional photographer. Experienced radio announcer, tv director; airability good. Am industrious, creative, hardworker. Box 463S, BROADCASTING.

Producer-director: Network production and writing experience. Thorough background all phases tv. Best professional references. Married, presently employed as producer-director. Desire relocate larger market area with greater potential. Resume and references on request. Box 473S, BROADCASTING.

Prolific writer, creates imaginative, ingenious programs from dreams in answer to television industry's prayers. Very versatile. Know Spanish. Box 495S, BROADCASTING.

Producer-director, experienced all phases, radio, television, photography. College graduate, family; available immediately to station demanding high quality creative production. Resume, highest references. Phone 51586 — Peoria, Illinois — Gerald Swank, Jr.

FOR SALE

Equipment

Schafer remote control 400-R. New, never out of cartons. List $1695.00, save 25%. Box 296S, BROADCASTING.

Available soon 5kw Westinghouse type 5-HV transmitter currently on 1140kc for $5000. You dismantle and haul away. Contact Bob LaRue, Chief Engineer, Radio KRAK, Stockton, California.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

FOR SALE

Equipment—(Cont'd)

RCA TM-5 pix-wave form monitor. Other studio and terminal equipment available. Want STL, and studio/terminal equipment. Electrofind, 350 5th Avenue, N.Y.C.

TV video monitors. 8 MC., metal cabinets starting at $189.00. Never before so much monitor for so little cost. 30 different models, 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protections systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Towers for sale. 6-200'; 5-250'; 7-350'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

1-4Ty30HL-GE 12 Bay High Band Antenna. 1-Andrews Type 1910 (one cubic foot of per min.) dehydrator. 1-General radio type 1170 BT2 Frequency & Modulation Mon. (Crystal for Channel 11). Also new and used towers for sale. T. C. A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta, Georgia. SYcamore 9-1203.

WANTED TO BUY

Stations

Will buy all or majority of am station in New England; 20-25 years in broadcasting; presently and for past 13 years general manager and chief engineer of am facility; 1st class FCC license and know-how to go with it; put present station on the air engineering-wise; 42 years old; family man; not a get-rich quick merchant or buy-sell boy; will have to be mighty interesting to make me move. All replies on QT; expect same from you. Box 269S, BROADCASTING.

Equipment

Would like to buy used audio console or consolette. If you have an old one around contact Frank C. Carman, Radio Station KLUB, Salt Lake City, Utah. State model, condition and price.

Wanted: Used am frequency and modulation monitor. Also good limiting amplifier. Call collect, Mr. Halle, WCCM, Lawrence, Mass.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Many religious clients want daily, Sunday, schedules, rates. Gospel Broadcasters Agency, Schell City, Missouri.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Next class March 14th. Reservations required. This is the can-do school. Pathfinder, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

15 year old electronics school releases, for home study, its highly effective review for FCC phone exam preparation. Very inexpensive. Free literature. Cook's Electronics School, Box 10634, Jackson 9, Miss.

RADIO

Help Wanted—Announcers

Top Forty D.J.'s
Send Tape-Resume
to
Don Hodges, P.D.
KSWO-Radio
Lawton, Okla.

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching **EXCLUSIVELY** . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. **COACHED BY NEW YORK BROADCASTERS.** Get the **MODERN SOUND. KNOW MODERN RADIO.** Now a limited number of **BEGINNERS** being accepted for **SPECIAL COURSES.** For appointment call Mr. Keith at SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

WANT TO BREAK INTO TH BUSINESS?
READY TO MOVE INTO A MORE RESPONSIBLE POSITION?
IS YOUR EXPERIENCE AND CREATIVITY WASTED?

Would you like to work where you can maintain a decent standard of living as a respected citizen, in markets where radio is still "Top Banana"? If so, don't undersell the southern markets. They are breaking "wide open" with opportunities that have to be seen to be believed. Paul Harvey came, saw and erupted with superlatives on his Feb. 4th broadcast from the center of this "HOT" region, Mississippi.

To supply the increasing demand for new and creatively productive personnel in all phases of radio, Mississippi's Best Broadcasters have established a free professional employment service through their state association. Recognized schools, offering broadcast training, are also invited to recommend recent graduates with top potential.

If you'd like to live well, doing the things you know and like best, indicate your interest to:

EMPLOYMENT SERVICE
MISSISSIPPI BROADCASTERS ASSN.
BOX 5
UNIVERSITY, MISSISSIPPI

P.S.—Drifters, drunks and derelicts will find a closed door. This is not a "Port of Last Call". Our broadcasters are respected business men who protect their station's public-image by checking references.

RADIO

Situations Wanted—Management

I am tired of working for a salary

I want part of my income in stock from the station. I have never been connected with a failure. My 24 years experience includes every phase of broadcasting. I can make a successful operation out of a mediocre one. Sales, merchandising, promotion and programming are combined into a successful formula. Now making $20,000 per year. Would rather make less and take balance in stock. I am liked and respected in the industry, especially in the national advertising field. Have managed small and major market stations. Have built three stations from the filing of application to their completion. If you want a hard selling manager who'll make profit for you but who wants part ownership in return for his efforts, contact me.

BOX 510S, BROADCASTING

Announcers

*HAVE TUX, WILL — ?**

Announcer — D.J. — M.C. — Loads of experience. Radio and tv mornings, afternoons and nites. Modern, conservative, top 40, what have you. TV director — trombonist — song and dance — Ideas!! Contact Bill Beal, Fort Wayne, Ind. 5001 Alexander Dr. — K-9800.

TELEVISION

Situations Wanted

Production-Programming, Others

TV SPORTSCASTER

Top New England Rating

seeks

MAJOR MARKET

12 years experience sports production, on camera shows, commercials, interviews. Working knowledge all phases tv sports—ambitious, personable. State salary.

Box 485S, BROADCASTING

TELEVISION

Help Wanted—Management

WANTED—**GENERAL MANAGER**

For network affiliated television station in sizable market.

Only fully experienced executive with complete management background should apply. Send full resume, references, desired salary and picture to:

Box 467S, BROADCASTING

TELEVISION

Help Wanted—Announcers

WICU-TV

Erie, Pennsylvania

Need top-flight announcers. Wonderful opportunity. Fringe benefits.

Contact
Ben McLaughlin
Vice President & General Manager

STATIONS — FOR SALE

FOR SALE

VHF Television Station. Price under one million dollars, on terms. Has major network with heavy program schedule. Covers over 100,000 tv homes. Modern studios and equipment throughout. Available in order to purchase a larger operation. In response, give full financial references. Reply:

Box 466S, BROADCASTING

NEVADA
FULLTIME

$125,000. Sacrifice due to other interests. 29% down, balance 6% five years. Owner.
Box 504S, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

West Texas regional. Single market. Making money. Owns Txmitter site. Well operated. A good buy for $59,500 29% 6 yrs. 6%—Louisiana regional. In black. Terrific coverage of excellent area. Highly diversified economy $79,500 29%. Balance easy—Mid-west regional. Profitable operation in top medium market. $175,000 29%—West Texas fulltimer. Making money and priced at approx. past year's billing including office-studio bldg. and Txmitter site. $48,000 with $16,500 down. Bal 5½ yrs. at 6%—Rocky Mt. major. Fulltime regional. Making money. $225,000 incl. real estate. 29%. PATT McDONALD, Box 9266, Austin 17, Texas. Or, Jack Koste, 60 E. 42nd., NY 17, NY. MU 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	terms
Tenn.	Single	1kw	75M	terms
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	terms
Ill.	Single	500w	95M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	250w	55M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Va.	Metro	250w	330M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	5kw	185M	terms
S.E.	Maj.-Sub.	1kw-D	150M	terms
South	Major	250w	250M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

STATIONS FOR SALE

NORTHWEST. **Exclusive market. Full time. Priced at $120,000 with 29% down.**

ROCKY MOUNTAIN. **Daytime. Excellent facilities. $100,000 with 29% down.**

SOUTHWEST. **Located 100 top market. Full time. Gross $120,000. $70,000 down.**

ATLANTIC COAST. **Daytimer. Exclusive. Gross $46,000. $20,000 down.**

We have some good California and Florida buys. Interested?

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 87

Following stations were granted change of remote control authority: WBEN Buffalo, N.Y.; WICK Scranton, Pa.

Following stations were granted authority to operate trans. by remote control: WIKY Evansville, Ind. and KRLW Walnut Ridge, Ark.

Actions of February 16

WCRE Cheraw, S.C.—Granted authority to sign-off at 6:30 p.m. for period April 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

WYND Sarasota, Fla.—Granted extension of completion date to Aug. 24.

Actions of February 15

WVET Rochester, N.Y.—Granted mod. of license to operate main trans. by remote control using DA (DA-N); conditions.

WGOV Valdosta, Ga.—Granted cp to install new type trans.

KOBY-FM San Francisco, Calif.—Granted mod. of cp to change studio location, type trans. and type ant., decrease ERP to 10.5 kw, change ant. height to 1,070 ft., and make changes in ant. system; change from KDFC-KEAR tower to KPUP tower; remote control permitted.

KPEC-TV Pierce County and Lakewood Center, Wash.—Granted mod. of cp to change ERP to vis. 20.9 kw, aur. 12.6 kw, install new trans. and make other equipment changes.

KRET-TV Richardson, Tex.—Granted mod. of cp to change ERP to vis. 2.9 kw, aur. 1.56 kw, install new ant. system and make changes in equipment; ant. 220 ft.

KSWB (TV) Elk City, Okla.—Granted mod. of cp to change ERP to vis. 26.1 kw, aur. 13 kw, trans. and studio locations, type ant., changes in ant. system and equipment; ant. 640 ft.

KVRH Salida, Colo.—Granted extension of authority to remain silent after 8 p.m. except for special events for period ending May 15.

WFTG London, Ky.—Granted extension of authority to sign-on at 6 a.m. and sign-off at 7:30 p.m. for period ending March 29.

KWYN Wynne, Ark.—Granted extension of authority to operate specified hours from sign-on at 5 a.m. to sign-off at 6:15 p.m., except for special events for period ending April 30.

KCRT Trinidad, Colo.—Granted authority to sign-off at 8 p.m., MST, except for special events for period beginning Feb. 29 and ending April 29.

Following stations were granted extensions of completion dates as shown: KSWB (TV) Elk City, Okla. to Aug. 15; KTOP-FM Topeka, Kan. to April 15; KOPR-TV Butte, Mont. to Aug. 13.

KSIB Creston, Iowa—Granted authority to sign-off at 6 p.m., CST, for period beginning March 1 and ending Sept. 30.

Action of February 11

KANT-FM Lancaster, Calif.—Granted extension of completion date to Aug. 1.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Mar. 26, Commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Mar. 25, in order to be considered.

Applications from the top of processing line:

BP-12661—New, Santa Maria, Calif., Salinas Valley Bcstg. Corp. Req. 560kc, 1kw, DA-1, unl.

BP-12668—WSNY Schenectady, N.Y., Western Gateway Bcstg. Corp. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-12670—New Selma, Tenn., McNairy County Bcstg. Inc. Req: 1350kc, 500w, D.

BP-12671—New, St. Petersburg, Fla., Skyway Bcstg. Corp. Req: 800kc, 1kw, D.

BP-12672—WCBL Benton, Ky., Purchase Bcstg. Co. Has: 1290kc, 1kw, D. Req: 1290kc, 5kw, D.

BP-12673—New, Springfield, Mo., Time Bcstrs. Inc. Req: 940kc, 500w, D.

BP-12674—New, Gunnison, Colo., Gunnison Bcstg. Co. Req: 1490kc, 250w, unl.

BP-12676—New, Sheridan, Wyo., Sheridan Bcstg. Inc. Req: 930kc, D.

BP-12679—KVFD Fort Dodge, Iowa, Northwest Bcstg. Co., Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12680—New, Kannapolis, N.C., Foy T. Hinson. Req: 1460kc, 500w, D.

BP-12682—New DeWitt, Ark., Independent Radio Inc. Req: 1470kc, 500w, D.

BP-12684—KEDO Longview, Wash., Triad Bcstg Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12686—WSIP Paintsville, Ky., Big Sandy Bcstg. Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12687—WPFP Park Falls, Wis., Gordon F. Schluter. Has:1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12689—New Tracy, Calif., John Patrick Gallagher. Req: 710kc, 500w, unl.

BP-12691—New, Willoughby, Ohio, Radio Quests Inc. Req: 1330kc, 500w, DA, D.

BP12692—KWRO Coquille, Ore., KWRO Inc. Has: 630kc, 1kw, D. Req: 630kc, 5kw, D.

BP-12696—WTON Staunton, Va., Charles P. Blackley. Has: 1240kc, 250w, Unl. Req: 1240kc, 250kw, 1kw-LS, unl.

BP-12698—WTRL Bradenton, Fla., Blue Skies Bcstg. Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12700—New, Indianapolis, Ind., Sands Broadcasting Corp., Req: 1150kc, 1kw, DA-D.

BP-12701—KBZY Salem, Ore., Salem Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12704—New, Stayton, Ore., Edward C. McElroy Jr. Req: 1580kc, 250w, D.

BP-12708—New, Albuquerque, N.M., Bernalillo Bcstg. Co. Req: 860kc, 1kw, D.

BP-12711—New, Cocoa, Fla., Jack Siegel. Req: 1480kc, 1kw, D.

BP-12712—WKXL Concord, N.H., Capitol Bcstg. Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12715—New, Morro Bay, Calif., Elbert H. Dean & B.L. Golden. Req: 600kc, 1kw, D.

BP-12717—WCYN Cynthiana, Ky., WCNY Radio Inc. Has: 1400kc, 100w, unl. Req: 1400kc, 250w, unl.

BP-12720—WGGO Salamanca, N.Y., Alfred B. Smith. Has: 1590kc, 1kw, D. Req: 1590kc, 5kw, DA-D.

BP-12723—New, Boise, Idaho — Treasure Valley Bcstg. Co. Req: 1010kc, 1kw, D.

BP-12727—New, Douglas, Ga., Coffee County Bcstrs. Inc. Req: 1310kc, 1kw, D.

BP-12728—New, Clovis, Calif., Elbert H. Dean & Richard E. Newman. Req: 790kc, 500w, D.

BP-12729—New, Greeneville, Tenn., Norman A. Thomas. Req: 1450kc, 250w, unl.

BP-12730—New, Valentine, Neb., The Valentine Bcstg. Co. Req: 940kc, 5kw, D.

BP-12732—New, Navasota, Tex., Whitten Bcstg. Co. Req: 1550kc, 250w, D.

BP-12737—New, Rolla, Mo., Rolla Bcstrs. Req: 1590kc, 1kw, D.

BP-12743—New, Douglas, Ga., R.W. Woodruff. Req: 1480kc, 1kw, D.

BP-12754—New, Hammonton, N.J., Hammonton Bcstg. Co. Req: 1580kc, 250w, D.

BP-12755—KATL Miles City, Mont., Star Printing Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12757—WSPR Springfield, Mass., WSPR Inc. Has: 1270kc, 1kw, unl. Req: 1270kc, 1kw, 5kw-LS, DA-2, unl.

BMP-8401—KDMA Montevideo, Minn., Midwest Bcstg. Corp. Has: 1460kc, 1kw, DA-1, unl. Req: 1460kc, 1kw, DA-N, unl.

309(b) letters issued:

BP-12665—KROS Clinton, Iowa, Clinton Bcstg. Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12702—WHAP Hopewell, Va., Hopewell, Bcstg. Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12709—WSTC Stamford, Conn., The Western Conn. Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12726—WSOK Savannah, Ga., Fisher Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-12736—KNOW Austin, Tex., Pioneer Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12738—KOYL Odessa, Tex., Mid-Cities Bcstg. Co. Has: 1310kc, 500w, D. Req: 1310kc, 1kw, D.

BP-12749—New, Larned, Kan., Francis C. Morgan Jr. Req: 1290kc, 500w, D.

BP-12750—New, Larned, Kan., Pier San Inc. Req: 1290kc, 500w, D.

BP-12756—New, Winfield, Kan., Winfield Bcstg. Co. Req: 1550kc, 250w, D.

BP-12762—New, Charleston, W.Va., Arthur W. Arundel. Req: 1550kc, 5kw, D.

Deleted from public notice of Dec. 17, 1959:

BP-5798—New, Painesville, Ohio, William H. Miller. Req: 1510kc, 250w, D.
(Placed in pending file re inconsistency with NARBA)

BP-8771—WMEX Boston, Mass., The Northern Corp. Has: 1510kc, 5kw, DA-1, unl. Req: 1510, 5kw, 50kw, DA-2, unl.
(Application amended to increase daytime power, new file number assigned)

BP-12480—New, Boise, Idaho, John B. Klukkert. Req: 860kc, 1kw, D.
(Placed in pending file re inconsistency with U.S.-Canadian Bilateral agreement re daytime skywave on class I channels).

Deleted from public notice of July 30, 1959:

BP-11907—New, Price, Utah, Inland Empire Bcstg. Company. Req: 1050kc, 1kw, D.
(Assigned new file number.)

Deleted from public notice of April 9, 1959:

BP-11537—New, Mariposa, Calif., Universal Electronics Network. Req: 790kc, 500w, D.
(Assigned new file number.)

BP-11632—New, Bloomington, Minn., South Minneapolis Bctrs. Req: 1370kc, 500w, DA-D.
(Assigned new file number.)

BP-11907—New, Price, Utah, Inland Empire Bcstg. Co. Req: 620kc, 1kw, D.
(Assigned new file number.)

BP-11936—New, Tallahassee, Fla., Southern Bctrs. Req: 1410kc, 5kw, D.
(Assigned new file number.)

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

1220 kc

CJSS Cornwall, Ont.—10 kw D, 1 kw N, DA-2, unl. II. (Also change in call letters from CKSF.) (PO: 1220 kc, 1 kw, DA-2.)

1240 kc

CKCQ-1 Williams Lake, B.C.—0.25 kw, ND, unl. IV. (Assignment of call letters.)

CKBS St. Hyacinth, P.Q.—0.25 kw, ND, unl. IV.

1250 kc

New Ottawa, Ont.—10 kw, DA-D, D III.

1300 kc

CJRH Richmond Hill, Ont.—0.5 kw, ND, D. IV.

1310 kc

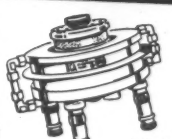
CJRH Richmond Hill, Ont.—1 kw D, 0.25 kw N, DA-2, unl. III D, IV N.

1340 kc

CBH Halifax, N.S.—0.10 kw, ND, unl. IV. (PO: 1330 kc, 0.10 kw ND.)

CJAF Cabano, P.Q.—0.25 kw, ND, unl. IV. (Assignment of call letters.)

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON RCA 6448

See your ALLIED 1960 Complete Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies and equipment.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
TWX: CG-2898

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

Why Oil's tax incentive abroad?

Oil's 27½% depletion allowance—no simple matter—is made so complicated sometimes that its basic reason for being is lost. As a tax deduction, it encourages the continuing development of an essential, yet exhaustible, natural resource. Geography has nothing to do with this concept. The allowance applies as surely to the oil we produce abroad as to our domestic supply. Yet some people deny this. Since a lot is at stake, including our national security, let's look at the facts.

Q. Congress wrote our 27½% incentive law back in 1926. Was any different treatment given our foreign oil then?

A. No. Many U. S. companies were already exploring and producing abroad by then and the feeling was that development ought to be encouraged wherever it could be. Since then, Congress has changed our income tax laws regarding foreign investment. It has done so, however, to *encourage* foreign investments—not discourage them. And it is presently considering doing so again.

Q. Is there any reason for using a different tax basis for oil abroad?

A. None that would call for lowering the incentive. Oil is a chance-y business anywhere. Once found—*if* found—it is eventually exhausted. If anything, the risk is greater abroad.

Q. If that's so, why encourage our foreign development in the first place?

A. Our need is no less just because the oil comes from outside our borders. We need widely dispersed reserves to help supply our worldwide bases—and our allies. It's doubtful that we could again meet 80% of our allies' oil needs as we did in World War II. And we'll be needing more and more oil for both domestic and foreign markets.

Q. Just what arguments do the attackers of our foreign incentive have left?

A. Their big claim is that it is costing the U. S. tax dollars. Lowering or eliminating the 27½% incentive, they say, would increase our "take."

Q. Well, wouldn't it?

A. The facts say no. We won't go into the arithmetic of figuring the tax. Sufficient to say, our government would likely *lose* tax money if the attackers were to have their way.

Q. That statement doesn't seem to figure. What is your basis for it?

A. You have to understand a basic principle. The first right to taxing profits rests with the country where the profits are earned. While an American company operating abroad is liable to the U. S. for taxes on this income, it must pay the foreign taxes first. Let's say an American company makes a profit of $1,000,000 in another country. The tax rate there is 40% and the U. S. tax rate is 50%. The company's U. S. tax would seem to be $500,000. Since $400,000 of it has already been paid to the foreign government, however, the remaining U. S. liability is $100,000.

Q. Even so, wouldn't our government get more revenue by raising the tax rate?

A. Foreign governments have a tendency to exact as much tax as possible from American companies operating in their countries. But there is also an important tax limitation, which is the realization that whatever is taken in taxes is not available for needed business expansion. If the U. S. were to take this money in taxes anyway, this limitation would no longer exist. The foreign countries would react swiftly by boosting their taxes. Our companies would pay more taxes—but not to Uncle Sam.

Q. What does our government have to say about this?

A. We can best quote the Treasury Department's viewpoint, as interpreted by one of its officials: "The temptation for foreign countries to make their own creditable taxes as high as those in the country of destination is a real one."

Q. It was Congress that originated Oil's incentive. What does Congress say?

A. Congress has reaffirmed the depletion principle every year since 1926. There *is* some opposition to Oil's foreign tax incentive but much of Congress' opinion is reflected in one Senator's remarks recently. "If taxes are increased on American corporations doing business overseas, all that will be accomplished will be to encourage foreign countries to increase the same tax."

Q. It looks like the U. S. would break even. Didn't you say we'd lose money?

A. Let a recent report by tax experts talk for us. "Indirectly, such action would probably reduce revenues from foreign oil operations. The additional tax burden could well lower the earnings of our companies and thus, dividend payments to their U. S. owners. These are, of course, fully taxable." Taxable by both Federal and State governments, we might add.

Q. How can we have a tax incentive to encourage foreign discovery on one hand and import quotas on the other?

A. The two are only remotely related. Very little of the oil American companies produce abroad enters the U. S. However, being under American control, it can be channelled to our friends and allies as their needs dictate. And it is also available to us as needed.

Q. Do we need both foreign and domestic depletion?

A. Yes. Domestic depletion has so far helped us to maintain an adequate supply of crude oil reserves even though this oil is becoming more difficult and costly to find. Foreign depletion has encouraged American oil companies to find and control over half the Free World's reserves outside our borders. And these reserves are necessary to the economy and security of our friends and allies, as well as to our own.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

OUR RESPECTS TO . . .

John Philip Cunningham

Jack Cunningham has preserved a singular individuality during 40 years in the agency business where the "different" is often commonplace.

There are as many anecdotes and advertising lore about John Philip Cunningham, board chairman and *the* man from Cunningham & Walsh, as there are clients making up C&W's $60 million annual billing list (half of it in radio-tv).

Several years ago, for example, he concluded that the best product client *New York Daily News* had to "sell" was news itself, and set up an agency-manned special desk in the city room where starting at 2 a.m. galleys prepared for that morning's paper were read for use as a basis for teaser spots to be broadcast at 6 a.m. on five metropolitan New York radio stations.

Mr. Cunningham and a few agency vice presidents manned the desk the first night to launch the campaign. At about 5 a.m., each man took a copy of the commercial for hand delivery to a station. WRCA at Rockefeller Center was Mr. Cunningham's run and after a few false approaches he stumbled into the right room. A youngster was "in charge" and asked Mr. Cunningham to leave the script on an announcer's desk. Mr. Cunningham refused, told the boy he was responsible for the script getting on the air and left. A phone call later that day from WRCA management thanked him for the script and said, "There's a kid here who says the agency sent over a rather cantankerous, elderly messenger to deliver it."

But Jack Cunningham has a personality that's best known for charm and wit. To agency men, he is the impeccable model of the rounded agency man. He can write, draw, research, select media and plan merchandising and dealer displays. And he's a natural when it comes to handling or winning an account.

Squibb Story • When Newell-Emmett was pitching for the E.R. Squibb & Sons account some years ago Jack was in the Far East junketing with an airline client. A cablegram called for the services of Mr. Cunningham. He caught the next plane back to New York to fill an early-morning appointment with the Squibb people. He entered the advertiser's office to be greeted by "show us" scowls. One executive asked, "Well, what do *you* think you can do for us?"

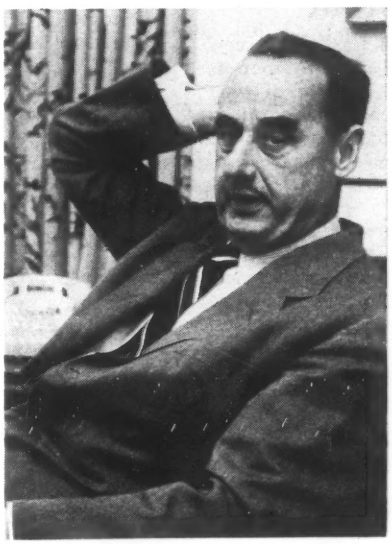
The Cunningham grin lit up and he replied, "The way I feel I think I can fall flat on my face for you" and told them about his trip. He got the account.

His ads have the "Cunningham touch." An ad once showed a bottle of White Rock alongside a tumbler of amber liquid into which an ice cube had been dropped. The headline read: "We fix flats."

At C&W, Mr. Cunningham, who was board chairman of the 4A's in 1952-53 and is on its advisory council, is known for his personal approach to ad problems. An expert bridge player, Mr. Cunningham plays his hand in advertising with the advantage of having one of the most agile minds in the field. His brilliance, wit and ingenuity not only have won him accounts and plaudits of the most professional ad practitioners but have added an individual flavor to C&W itself.

His "Man from Cunningham & Walsh" promotion—agency executives work in the field for a week or two selling the client's product—was an agency masterpiece. Back in 1945 Jack Cunningham decided to learn more about Texaco, an account C&W obtained in 1936. He worked at a gas station in the Bronx, parking his Cadillac (he now drives a Jaguar, also a client) two blocks away. Out of this experience came Texaco ads featuring the "friendly Texaco dealer," emphasizing clean rest rooms, etc.

With tv becoming more important in advertising, Mr. Cunningham's interest in the medium increased. He captured Madison Avenue's ear in October 1957 by charging tv programming was suffering from "creeping boredom." He's since thumped for a nationwide educational tv channel, for network-station responsibility for what goes over the air and has hinted the publishing concept with adequate protection for sponsors may be in order for tv.



C&W's CUNNINGHAM

The auto comes second

Tv, he says, is one of the most "rewarding instruments" of the century, to which even the mass production of the automobile is secondary in impact on society. "Only with advertiser support could tv do this so fast and so well, and now perhaps it is time to study it to see if changes should be made in the best interests of the public."

A Saga Starts • The saga of Jack Cunningham began Sept. 17, 1897, when he was born in Lynn, Mass. (and brought up in Medford), the second of seven children. At Harvard he took a wartime speed-up course and was graduated *cum laude* with a bachelor of arts degree; he was No. 1 in a Navy personnel training class and served in World War I as an ensign.

In New York he turned to advertising where he thought he could best "make my niche." He was employed at Newell-Emmett for $20 a week and sent his laundry home. In the 20s he met Patricia Fitzpatrick of Riverdale, N.Y., marrying her in London in 1924 and honeymooning in Paris (he returned to New York with bride and $17).

The Cunninghams live in Spuyten Duyvill on the Hudson River in a stone structure built in 1840 (he likes Victorian houses with lots of gingerbread). Two Hungarian escapees live with them (they have no children). They vacation in Bermuda where they own a house.

Mr. Cunningham started as an artist at Newell-Emmett and moved into copy, becoming vice president in charge of creative production in 1930. In 1949, the agency was changed to Cunningham & Walsh. Mr. Cunningham became executive vice president, was elected president in 1954 and became board chairman four years later. In 1956, C&W lost the $20 million Chesterfield account but picked up $25 million in the next three months.

Mr. Cunningham played lacrosse in college, now plays tennis, swims and skis. As a conversationalist, it is said he "could have shone in any of the great 18th Century London coffee houses."

He likes the headline for Folger solvent coffee a C&W staffer once produced: "The 'instant taste' is gone." As for Jack Cunningham his "instant taste" for advertising shows no signs of going.

Free time grab-bag

EVER since the furor over programming erupted some months ago, stations have been besieged with requests for free time from every conceivable quarter under the guise of "public service" programming.

The arm-twisting, we are told, emanates from many quarters, not excluding government agencies, whether federal, state or local. Usually it is adroitly suggested that stations would help themselves in the eyes of Congress and of the FCC if they would use X spots or Y IDs or even programs to promote this cause or that.

It is relatively easy for experienced broadcasters to spot the out-and-out phonies seeking to grab free time. But, with the entire broadcasting structure under fire for the sins and omissions of a few, stations find it more difficult to reject overtures from government.

There are, of course, exceptions, but broadcasting as a whole has no apologies to make for its public service programming. Theodore S. Repplier, president of the Advertising Council, which conducts national campaigns designed to promote the public welfare, told the FCC during its programming hearings last month that "no advertising medium has contributed to these campaigns more in volume, circulation and dollar volume than broadcasting."

Mr. Repplier said that last year, for its 14 major campaigns, the Council received through commercial network time alone a circulation of more than 18 billion radio and television home impressions and that the estimated value was some $100 million. This was exclusive of the "vast additional contributions of individual radio and tv stations and local advertisers."

Broadcasters have only one commodity to sell and that is time. One has only to compare the number of contributed ads in newspapers or national magazines with the amount of free time donated to similar causes to appraise the magnanimity of the broadcast media.

It should be remembered that the job of the press agent—whether employed by private business or by government—is to get exposure for his clients. In this respect government is also business and no holds are barred.

Old fight on new front

THE old crusade of broadcast newsmen for equal access has broken out in a new place. Pencil-and-pad reporters of newspapers here and there have made an issue of what they regard as the "intrusion" of television in the coverage of "press" conferences. They have insisted upon separate sessions with political figures, and where they have prevailed, the broadcast newsmen appropriately have walked out.

We wonder how long it will be before all newspapers recognize that broadcasting is journalism too? The "press" conference gave way years ago to the "news" conference. There are press galleries and radio-tv galleries in Congress. At federal, state and local levels, full and equal recognition is given the air reporter. The networks and individual stations too employ many highly qualified correspondents for foreign as well as domestic coverage.

Serious clashes first occurred some months ago on the West Coast. Since then such figures as New York Gov. Nelson Rockefeller and California Gov. Edmund G. Brown have yielded to demands for separate conferences, with protesting newspaper reporters offered the first sitting. The most recent incident involved Illinois Gov. William G. Stratton who last month declined a simultaneous conference, presumably accepting at face value the newspaper claims that television wants a "free ride" on newspaper coat-tails. ABC, CBS and NBC, plus other broadcast news reporters, simply left.

We cannot understand the attitude of the pencil-and-pad reporters. The majority of radio-tv newsmen with whom they refuse to fraternize were themselves reared on newspapers. If newspapermen object to tv's camera and lighting equipment, why do they not object to the newspaper photographers and their disconcerting flashbulbs? We venture there are not many newspaper reporters who wouldn't bust a gusset to get on tv or radio.

We'll string along with Vice President Nixon who said the other day that if all-media news conferences are good enough for President Eisenhower, they should be good enough for the rest of the nation's politicians.

Voice of autocracy

IN Washington last week the winners of the annual Voice of Democracy contest were acclaimed—bright, young high school students representing each of the 50 states.

Simultaneously, from Cuba, came a dispatch reporting that Fidel Castro's regime had seized two of Havana's five television stations as well as one of Cuba's remaining independent newspapers. Previously, the Castro government had "nationalized" numerous businesses owned by Americans. And from the day he seized power a rigid censorship has been imposed, with repeated incidents involving American newsmen.

Here is a striking example of how dictatorship works. Free press and free radio are first to go. Castro, moreover, has commandeered time at will over the leading tv network to harangue Cuba's 6,000,000 souls hours on end.

Castro's revolutionary regime has been described as "government by television". He has now established a schedule of two tv speeches per week, during which he proclaims his government's policies. It is his major method of expression.

It may or may not be significant that Castro's expropriation of the two television stations and the large independent newspaper came shortly following the "mission" of Soviet Deputy Premier Mikoyan to the island republic, during which large scale barter transactions were negotiated.

Castro's fulminations would evaporate if Cuba's populace could listen to a few of the young people who spoke for democracy in Washington last week.

Drawn for BROADCASTING by Sid Hix

"I was wondering, boss, if my salary could be technically augmented?"

COME SEE US!

ELEVEN MILLION people did in 1959—and in our area, more of them tuned their auto radios to W•GTO than to the next 7 stations combined!*

Visitors or natives—they all meet at "Radio Florida," located in America's fastest growing interurban area.

W•GTO—the most powerful combination in the nation . . .

50,000 WATTS AT 540 KC

*December, 1959 Survey, Conducted by William Wahl Associates, Inc., Orlando, Florida

W•GTO RADIO CYPRESS GARDENS FLORIDA

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.